

MYEONGJIN KANG

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EDUCATION

University of California, Berkeley, Haas School of Business

May 2027

Master of Business Administration

- **Courses:** AI Agent, The Ethics of AI, Entrepreneurship, Opportunity in Silicon Valley
- **Clubs:** Product Management Club (Organized PM Workshop for 100+ People), AI Club, Tech Club

KAIST (Korea Advanced Institute of Science and Technology), Daejeon, Korea

Aug 2022

Bachelor of Science, Computer Science & Business Technology Management

EXPERIENCE

Toss Bank (Largest Fintech Company in Korea), Seoul, Korea

Jun 2023–Jul 2025

Product Manager, Social Squad (Feb 2024–Jul 2025)

- Launched 'Challenge Account' for group challenge participants, achieving 300K+ MAU within one month (fastest in company history), 70%+ week-1 retention, ultimately reducing company-wide churn by 5%
- Led a pricing strategy by aligning 40+ stakeholders on -1.7% interest rate reduction for joint accounts, leveraging 30+ customer interviews and cohort analysis, driving \$4.3M annual savings while maintaining retention
- Utilized SQL and Python to analyze behavioral data across 1M+ customers to segment Club/Partner cohorts and design personalized features, resulting in 20 points increase in NPS and 30% in daily joint account openings
- Facilitated cross-functional alignment through structured feedback and quarterly OKRs, earning 95% team satisfaction and improving team retention

Product Manager, Growth Squad (Jun 2023–Jan 2024)

- Drove 2.1M+ new accounts (+30% growth in 6 months) by leading developers and designers to deploy viral referral loops, SEO optimization, and rewards programs, establishing Toss Bank as Korea's fastest-growing bank
- Built scalable viral-growth engine using behavioral psychology principles that generated 100M+ shares within 72h, subsequently scaled across multiple squads to onboard 3M+ additional users (40% of total user base)
- Prioritized and conducted 15+ data-driven A/B tests across acquisition funnel that addressed key friction points identified through data analysis and qualitative user research, increasing conversion rate by 15%

DoEat (Series-A B2C Food Delivery Startup with 50 employees), Seoul, Korea

Apr 2025–Jun 2025

Growth Product Manager

- Drove regional expansion from 1 to 5 cities by orchestrating a GTM strategy leveraging local partnerships and data-driven campaigns with sales, marketing and CS, achieving 50% membership penetration within 1 month
- Designed and scaled a dessert-giveaway reactivation program, boosted dormant-user returns 3x, membership conversions 5x, and maintaining 2x higher long-term retention compared to baseline

Match Group Inc., HYPERCONNECT (Global Livestreaming Platform), Seoul, Korea

Dec 2020–May 2023

Product Manager, Hakuna Live (Feb 2021–May 2023)

- Owned full product lifecycle of 'Metaverse Live' (MVP features scoping, strategic roadmap development, 20+ iterative launches) and led cross-functional team of 10+, driving 10% user growth (100K+ MAU)
- Transformed product decision-making by implementing data collection policies, centralized fragmented data sources into a single platform, and building real-time dashboards, reducing turnaround time by 40%
- Improved AI-powered, human-in-the-loop moderation system by enhancing human data accuracy and building safety monitoring dashboard, increasing detection accuracy by 30% and reducing review latency by 50%
- Boosted viewer engagement by 10% by leading implementation of new live streaming protocol (HLS), enhancing broadcast resolution and capacity for desktop-first content creators

Product Strategy Intern, CPO Team (Dec 2020–Feb 2021)

- Identified high-value user segments for targeted feature development by analyzing 3M+ user behaviors in Amplitude, resulting in a refined product strategy that increased core user conversion rate by 15%
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ADDITIONAL

- **Skills:** SQL, R, Python, Tableau, Java, Figma, Cursor, Agile Methodology
- **CrossFit Analyzer:** Built AI product analyzing CrossFit performance to deliver personalized recommendations
- **Blog Writing:** Authored 100+ posts on product management, tech, and mathematics (10K+ reads)
- **Interests:** Certified CrossFit Coach, Productivity Tools Mania (6+ subscription), Amateur Landscape Photographer