

RECENT EXPERIENCE

Technical Project Manager

Sept 2023 - Mar 2024

NetX

Portland, OR

- Implemented the Shape Up development approach for a cross-functional team, significantly increasing project output from 2-3 projects per cycle to 5-6.
- Oversaw a team of engineers and designers, conducting weekly one-on-one sessions to address obstacles, negotiate salaries, and resolve conflicts, thereby introducing a structured feedback mechanism previously absent at NetX.
- Spearheaded the development of a performance management system in collaboration with senior leadership, incorporating SMART goals and regular check-ins to introduce a more quantitative and objective evaluation process. Despite being unable to fully implement the system before departing the company, I initiated its development to address previous subjective methods.
- Developed a bespoke capacity management tool using Google Sheets and formulas like queries and vlookups due to budget constraints, providing the CTO and product manager with a cost-effective solution for overseeing capacity and prioritizing development tasks. This initiative filled a crucial gap in our toolkit.
- Implemented a new hour estimation system for Professional Services projects, enhancing project forecasting and revenue generation by incorporating classic PMI task estimation principles such as contingency and management reserves. This approach, previously unfamiliar to the company, targeted high-profile clients like the National Gallery of Arts.

Personal Project

Oct 2022 - Present

Otio LLC

Portland, OR

- Used user testing feedback to design and manufacture a customized mold in Guangzhou, China, resulting in enhanced product quality.
- Conducted rigorous testing and experiments to develop a unique fragrance and wax formula, delivering a superior sensory experience to customers.
- Developed Otio's website for distribution and executed Google Ad campaigns to improve site visibility from 150 to 1000 visitors MoM.
- Secured a store partnership in downtown Portland as a stockist for Otio products through the successful execution of sales strategies.
- Website: <https://otio.world>

Technical Project Manager

Feb 2021 - Oct 2022

Opal Labs

Portland, OR

- Promoted self-organization within the development team by demonstrating a Scrum mindset that created a framework to manage multiple teams and projects. Roughly 12 developers and 10 projects per sprint.
- Identified and removed impediments before or as they impacted the teams by restructuring daily scrums to empower developers.
- Led change management process by proposing and collaborating with Senior Leadership to change the ProdEng process, reduced time to market by ~1.5x.
- Improved workflow enabled us to effectively refine the Product Backlog and improve predictability by forecasting 2-3 sprints into the future.
- Devised a bug-triaging plan and reduced the time to address P0 and 1 bugs while not breaking developer sprints.

Senior Manager, Growth Marketing

Jun 2018 - Aug 2019

Uber Technologies

San Francisco, CA

- Built a testing schedule, identified the lowest-hanging fruit, and increased creative testing velocity by 40% YoY.
- Built a testing model and saved +\$40M in annualized ad spend globally from H1 2018 to H1 2019.
- Proposed and democratized data recording practices by restructuring data-keeping methodologies that adhere to Tidy Data's best practices.

- Built a comprehensive program dashboard within 1 quarter based on stakeholder needs and requirements and improved Senior Leadership sentiment about the ASO program.

Early Experience

- M&C Saatchi Performance - Senior Strategist, Project Manager
- Chungdahm Learning - Instructor, PM
- PMON.co.kr. - Co-Founder

CERTIFICATIONS AND EDUCATION

- **PSM I, CAPM**
- **Thinkful Engineering Flex Program** - Oct 2019 - Jun 2020 - Created and deployed mobile-first applications using React, jQuery, Node.js, Express, and Knex by collaborating with a senior web developer. Projects: <https://peteryyoon.com>
- **University of Michigan - Ann Arbor** - BS Biology