

# Sangaun Kim

ASSOCIATE PRODUCT MANAGER

## CONTACT INFORMATION

**Phone:** +82 010-4596-4723

**Email:** sangaunkim1@gmail.com

**Education:** Purdue University | Computer and Information Technology | May 2025

**Portfolio:** <https://bit.ly/sangaun-portfolio-korean>

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## SUMMARY

I'm an aspiring PM who uncovers insights by connecting user behavior with data. I've led four product improvement projects using methods like usability testing, SQL-driven analysis, and MVP approaches to define and solve problems. I aim to craft strategies that interpret not just numbers, but the user context behind them. As a planner who blends quantitative thinking with UX sensibility, I seek to design experiences that truly serve users.

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## PROJECTS

### Hospital Inventory Request Automation System (Jan 2025 – Apr 2025)

- Diagnosed bottlenecks in manual inventory input to identify root causes and areas for improvement
- Designed a Google Apps Script-based automation system to enhance input efficiency and accuracy
- Led execution using an agile sprint framework to align team goals and phase delivery
- Reduced input error rate from 30% to 24%, achieving a 20% improvement in operational efficiency

### Spotify User Journey Usability Test (Feb 2025 – Apr 2025)

- Planned and conducted usability tests to identify improvement areas in feature guidelines
- Collected and analyzed user success rate, error frequency, and task completion time
- Achieved 30% reduction in feature execution time through specific improvements such as screenshot additions, terminology explanations, and emphasis
- Collaborated with a 3-person team from diverse majors to structure and organize user feedback

### YouTube Trend Strategy Analysis (Oct 2023 – Dec 2023)

- Defined 5 key performance variables based on 900+ trending videos and designed SQL analysis queries
  - Derived content optimization strategies through short-term performance data pattern analysis
  - Led team presentations based on data insights to establish future content direction
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## CERTIFICATES AND LICENSES

- Lean Six Sigma Green Belt (2025)
  - Database Programming (2023)
  - Project Management (2023)
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## SKILLS

**Core Competencies:** User-centered thinking, Communication coordination, Strategic thinking

**Technical Skills:** Google Apps Script, SQL, Figma, Excel, Minitab, Java

**Language:** Korean, English