

SHIN LEE

📍Seattle, WA ✉️sundex@gmail.com www.linkedin.com/in/shinlee github.com/sl-ai

PROFILE

PMP-certified Program Management Leader with over **15 years** of experience directing high-impact, cross-functional programs. Proven success in modernizing technology, streamlining operations, and delivering significant new revenue streams. Expert in orchestrating complex initiatives, including **SaaS modernization, data platform migrations, and compliance-driven product launches**.

EXPERIENCE

AbbVie (Seattle, WA) - Director of Engineering | 2023 - Present

- Directed a major enterprise transformation program to consolidate five distinct customer-facing processes—onboarding, account management, training, purchasing, and pricing enrollment—into a **single, unified B2C experience**. This involved leading multiple cross-functional workstreams and aligning organizational priorities to achieve end-to-end operational efficiency.
- Orchestrated the development and highly successful launch of a new B2B e-commerce platform (ReactJS/NestJS), managing complex systems integration with **Salesforce Commerce Cloud (SFCC), Chase Payment, and SAP**. Ensured strict **PCI/SOX compliance** and achieved key performance indicators, including a **35% reduction in checkout abandonment** via A/B testing, a **20% increase in revenue**, and a guaranteed **99.9% system uptime**.
- Managed a critical healthcare compliance program for provider enablement, leading the launch of a new, **HIPAA-compliant** onboarding micro-frontend. This initiative streamlined activation time from over seven days to under two days, resulting in **40% faster revenue recognition** and realizing **\$150K in annual operational cost savings**.
- Spearheaded the integration program for large-scale organizational consolidation, delivering a seamless multi-tenant Single Sign-On (**Okta**) solution for over **40,000 users** across two major organizations (AbbVie and Alle). The program governance improved the sign-in success rate by **30%**, significantly reducing login friction and support ticket volume.
- Led a rapid-deployment innovation program (**MVP**) focused on generative AI, piloting and scaling a **GenAI (Mistral/Weaviate/LangChain) Q&A solution with RAG backend** to production in just **12 weeks**. This accelerated implementation resulted in an **80% automation of FAQ requests**, demonstrating a highly efficient path from pilot to production capability.

Technologies: MFE/BFF, JAVA/Python, AWS (EKS/Kafka/EMR/SageMaker), GenAI/LLM, IAM, Snowflake, IAM, Informatica MDM, SAP S4/Hana, Reltio, Optimizely, GTM, Salesforce Sales/Commerce/Marketing Cloud, REST/GraphQL, PostgreSQL/DynamoDB/Redis

VIZIO (Seattle, WA) - Senior Director of Engineering | 2020 - 2023

- Directed a complex, engineering-wide TV OS platform modernization program, coordinating multiple development teams to achieve critical user experience and revenue goals. The initiative successfully reduced boot time by **70% (from 10 to 3 seconds)**, which resulted in a **15% increase in Daily Active Users (DAU)** and delivered a **26% increase in ad impression revenue**.
- Led the strategic program for migrating a large-scale analytics platform to Snowflake, which included establishing a standardized data taxonomy across **12 distinct product teams**. This governance program achieved a **30% reduction in platform costs**, boosted query performance by **85%**, and virtually eliminated data inconsistencies, resolving **95% of data integrity issues**.
- Spearheaded the development and deployment of real-time operational analytics infrastructure (Grafana/Prometheus), treating reliability as a dedicated program. This effort dramatically improved system uptime from **95%** to **99.9%**, established industry-leading reliability standards, and reduced the **Mean Time to Recovery (MTTR)** from **45 minutes to just 8 minutes**.

Technologies: MFE/BFF, Vue.js/Svelte, C#/Python/JAVA/Swift, AWS (EKS/Kinesis/Glue ETL/SageMaker), Grafana, GCP, Azure, OAuth, Snowflake, REST/gRPC/SOAP, PostgreSQL/DynamoDB/Redis, VAST/DART/Xandr ad tech, HLS/DASH videos, Playwright/WebdriverIO/Appium, Tableau, Adobe Target

INRIX (Kirkland, WA) - Technical Program Manager/SDM | 2018 - 2020

- Led the full program lifecycle for a Mobility Analytics SaaS initiative, successfully driving the solution from initial concept and ideation through market launch in **12 months**. This strategic program secured **\$800K in pre-launch commitments**, established a crucial new recurring revenue stream, and achieved a high **85% customer retention rate**.
- Orchestrated a major data platform modernization program, directing the complex re-architecture and migration of the core data pipeline from an on-premise Hadoop environment to the **AWS Cloud** (utilizing EMR, S3, Kinesis, Lambda, Redshift, and SageMaker). The program delivered a **65% reduction in infrastructure costs** (resulting in **\$450K in annual savings**) and improved overall data processing speed by **4x**.
- Directed the architectural phase of an Automotive Embedded OS program (spanning Android, .NET, AngularJS, and Azure), specifically targeting core performance improvements and competitive advantages. This program leadership delivered an **80% improvement in text-to-speech response time** (from 10 to 2 seconds), which was a key differentiator in **securing the first phase of significant RFPs**.

Technologies: AWS (EKS/EMR/Athena/StepFunction), JAVA/C#/Python/Typescript, GCP, Azure, REST/gRPC, PostgreSQL/DynamoDB, OpenSearch, OpenStreetMap, Flutter, Airflow

Amazon (Seattle, WA) - Senior Technical Program Manager/SDM | 2017-2018

- Directed a large-scale organizational optimization program by partnering and aligning priorities across **12 distinct internal teams**. This cross-departmental initiative delivered **\$850K in annual cost reduction** through strategic infrastructure consolidation, implementation of automated workflows, and the elimination of duplicate tooling.
- Architected and led the implementation of a comprehensive multi-region Disaster Recovery (DR) program for a critical retail platform. This risk-mitigation program achieved a stringent **99.99% availability target** and dramatically reduced the **Mean Time to Recovery (MTTR)** from **two hours to just 10 minutes** across **15 critical services**.

- Pioneered a strategic collaboration program with the Amazon Q&A team to execute the organization's first-ever multi-region deployment. This complex deployment program successfully met a high **\$99.9%\$ uptime Service Level Agreement (SLA)** with sub-30-second automatic failover capability, providing high reliability for **millions of daily customers**.

Technologies: **AWS** services (Cognito, API Gateway, Lambda, EKS, CloudFront, SQS, SNS, Kafka), languages (JAVA/Python), service protocols (REST/gRPC/GraphQL), databases (Aurora/DynamoDB, Oracle), and performance testing tools (JMeter)

Intelius (Bellevue, WA) - Senior Software Development Manager | 2011-2017

- Led companywide e-commerce platform modernization from legacy PHP monolith to Symfony with cloud-native microservices, boosting conversion rates by 45% (multi-variant funnel support with Adobe Target A/B Testing), improving site performance by 70% with 99.9% uptime.
- Led and developed targeted background check SEO strategy focusing on name and geography cohorts, boosting search rank from #9 to #1 for 'background check' and increasing organic traffic by 220%.
- Modernized QA automation framework from WebDriver plugin to WebDriverIO, increasing test coverage from 45% to 85% on 45 cobranded sites and reducing manual testing time by 70%, enabling daily release cycles with 90% fewer production bugs.

MySpace (Seattle, WA) - Lead Software Development Engineer | 2009-2011

- Delivered enterprise-grade Mail platform components using C#/ASP.NET stack, supporting 5M+ concurrent users with 3-seconds average response time and 40% improvement in user engagement metrics.
- Developed personalized User Profile system supporting 15+ brand marketing campaigns simultaneously, achieving 28% higher click-through rates and 180% increase in campaign conversion compared to static profiles.

Microsoft (Redmond, WA) - Senior Software Development Engineer | 1999-2009

- Led MSN Channel development team (Health, Lifestyle, Travel) serving 25M+ monthly users, implementing custom CMS with CSS optimization templates that improved page load speeds by 40% and increased user engagement by 32%.
- Created InfoPath workflow solution that automated content approval process for 500+ daily articles, achieving 80% reduction in manual overhead and enabling real-time content publishing that increased news coverage speed by 200%.
- Architected Visual Studio UML designer for Entity Framework 1.0, facilitating visual database modeling that improves development cycle time by 45% for enterprise .NET applications.
- Developed and unit tested online self-service Microsoft Dynamics web applications (Great Plains SDE) using ASP.NET/SQL, serving 5,000+ employees across 15 client organizations and reducing HR processing time by 50%.

TECHNICAL SKILLS

Management: Strategic Planning, Cross-functional team leadership, project/risk/budget/vendor management, agile & waterfall methodologies, technical architecture, team performance, SDLC

Languages: Java/J2EE/Kotlin, C#/.NET, JavaScript/TypeScript, HTML5, CSS, SQL, Python, Swift, PHP, C++, Ruby, Go, Scala, Objective C, React Native, Dart

Frameworks: React, Angular, Vue, Ruby on Rails, Express, ASP.NET, Svelte, Bootstrap, Symfony, jQuery, Flutter, Tailwind, Spring, Next.js, Node.js

Operating Systems & Cloud: Windows, MacOS, iOS, Android, Linux, AWS, Azure, GCP

Databases: Microsoft SQL Server, PostgreSQL, MySQL, MongoDB, Redis, Cassandra, AWS RDS/Aurora/DynamoDB/Neptune, Snowflake

Analytics: Elasticsearch, Apache Kafka/Flink/Hadoop/Spark/Storm/Airflow/Solr, Databricks, Tableau, Power BI, Google Ad/Analytics/Tag Manager, Adobe Analytics/Target/AEM

Quality Tools: WebdriverIO, Cypress, Playwright, Selenium, Appium, Cucumber, Jest, JUnit, JMeter, TestNg, LoadRunner, Postman, PCI DSS, OWASP, SOC2, SOX, GDPR

DevOps/MLOps: Jenkins, GitHub Actions, Azure DevOps, GitLab CI, Docker, Kubernetes, Datadog, New Relic, Splunk, Sumo Logic, Grafana, PagerDuty, SageMaker, Bedrock

Tools: Visual Studio, IntelliJ, Github/TFS, JIRA, MS Project, Confluence, Salesforce, SAP, ServiceNow, Optimizely, PowerShell, Miro, Figma, Claude Code, CoPilot, OAuth2, SAML

CERTIFICATIONS

Project Management Professional (PMP)®

Datadog and Sumo Logic Fundamentals Certified

Microsoft Certified Solutions Developer (MCSD)

EDUCATION

B.A in Information System and Accounting (1994-1999)

University of Washington, Seattle, Washington