



Education

University of California, Santa Barbara

Bachelor's Degree, Global Studies
September 2012- July 2016

University of California, Los Angeles

Fullstack Web Development Bootcamp
September 2017 - June 2018

Hard Skills

Developer Skills:

Shopify Plus, API integrations, CSS, HTML,
Liquid, Javascript, Bootstrap & MySQL

SaaS Skills:

Brightedge, SalesPad, Google Applications,
Microsoft Applications, AWS Programs, Agile
Programs, Slack, Discord, Adobe Programs,
Major Shopify Plus Plugins

Key Skills

- Project Management
- Fullstack Web Development
- SEO Growth & Optimization
- Ecommerce Growth
- PDP & CLP Optimization
- UX/UI Wireframing
- Agile/Scrum Methodology
- Strategic Roadmap Planning
- SaaS Term Negotiations
- MVM & Marketplace Growth
- ADA & Privacy Compliance
- Site Performance Optimizations
- Digital Content Creation
- Social Media Marketing
- AB Quality Testing
- API Integrations
- Theme Development
- Subscription/Membership Development
- Migration Development
- B2B Growth

Languages

English **Korean**
Proficient Proficient

Experience

Abbyson.com DTC Shopify Manager & Developer (Feb 2023 - Current)

Abbyson is a premier online furniture retailer known for its high-quality, luxurious home furnishings. Renowned for its exceptional products, Abbyson is a top seller at major retailers like Costco, Sam's Club, Overstock, and Wayfair.

- Led a comprehensive UX/UI overhaul using Liquid, JavaScript, and CSS, revamping critical pages such as the Homepage, Product Page, and Collection Page, which resulted in improved user engagement and streamlined navigation.
- Managed a robust inventory of 5,000+ active SKUs, meticulously overseeing pricing, inventory, variants, tags, dimensions, content, swatches, images, and metafields.
- Successfully migrated the B2B wholesale platform into the main site by implementing innovative workflows and automations, achieving significant cost savings and reducing operational overhead. Additionally, transitioned the DTC site to a Shopify-compatible theme in 2024 (including checkout extension updates).
- Led the end-to-end development of a comprehensive membership program, configuring subscription models, dual pricing structures, and optimizing the checkout process, resulting in over 3,000 membership sales and increased customer retention. Currently developing a Loyalty flow to enhance customer engagement.
- Implemented strategic on-page and off-page SEO enhancements and technical upgrades, including HTML sitemap restructuring, schema implementations, improved breadcrumb navigations, refined title tags, enhanced indexing, structured schema data, and targeted keyword strategies to boost organic search visibility.
- Pioneered the integration of advanced functionalities, including collection filtering, AI-driven search capabilities, behavioral automations, and dynamic smart collections, creating an intuitive and personalized customer experience.

Nanowell.com DTC Developer & Manager (Sep 2019 - Oct 2022)

Nanowell is a health & nutrition research company that specializes in ionized minerals to cure osteoporosis and to improve well being

- Led cross-functional teams of 10-15 employees to redefine procedural priorities and improve business operations by implementing biweekly sprints focused on positioning, key benefits, and targeting new customer segments.
- Migrated the company website from WooCommerce to Shopify, optimizing on-page and off-page SEO strategies, resulting in over \$3.5M in revenue growth within the first two years. During my tenure, the company experienced a 3x growth in size.
- Implemented dual-language masking, loyalty program rewards, international payment gateways, and live customer support chats, leading to a 240% increase in returning customer rates and a 780% surge in new customer acquisition.
- Contributed to the production of over 300 YouTube videos on health, nutrition, and current events during the pandemic, effectively driving product sales and enhancing brand visibility. Today the YouTube Channel has over 250K subscribers.

The Cr  me Shop Jr Product Manager & Web Dev (Feb- Jul 2019)

The Creme Shop is a leading cosmetics brand partnered with Disney, Sanrio, BTS, and Kakao that cater to young teens and LGBTQ communities.

- Converted the B2B wholesale system (WMS) to a B2C e-commerce platform with new ERP migration integrations, generating \$2M in revenue and implementing significant technological enhancements within the first quarter.
- Redesigned and developed a fully responsive DTC website with seamless integrations for Amazon, eBay, and multiple dropshippers.
- Published over 30 MSDS and qualifications on Amazon FBA, CVS & Walgreens boards, and Sephora guidelines, successfully facilitating entry into major online brands.
- Managed company communications using Slack and Jira, collecting user stories and feedback, coordinating trade shows, and maintaining internal updates.