

WOO JIN PARK

OKCUPID LABS

Product GM, San Francisco 2012 - Present

- › Product manager for internal ventures group formed to conceive, develop, and launch new dating and non-dating businesses for Match.com and IAC.
- › Lead design, business, and prototyping efforts for two concepts centered around social dating and mobile discovery.

IDEO

Project Lead and Product Designer, Palo Alto 2008 - 2012

- › Designer experienced in all phases of the product development process: product strategy, user research, design, prototyping, and development.
- › Led project teams and content to successfully meet user, business, and operational needs while maintaining budget, scope, and team goals.
- › Tackled a wide range of design challenges, including customer acquisition, retention, usage, product development, roadmapping, and branding.
- › Collaborated with client organizations on nurturing internal creativity and innovation capabilities.
- › Designed for all customer touchpoints: digital, physical, space, communication, and service interactions.

FROG DESIGN

Design Research Intern, New York Summer 2007

ROCKWELL GROUP

Brand Strategy Intern, New York Summer 2006

ESPN

Product Manager, Mobile ESPN, New York 2004 - 2005

- › Member of core launch team for ESPN's national wireless service initiative.
- › Crafted product vision and strategy for parts of the core product.
- › Performed day-to-day operational activities with engineering teams to ready the product for service launch.
- › Managed design efforts and key vendor relationships in shaping the customer experience, including handsets, accessories, packaging, and bills.
- › Led development of apps store for ringtones, graphics, games, and custom content from the NFL, NBA, and other leagues.

VIRGIN MOBILE USA

Product Manager, San Francisco 2002 - 2004

- › Member of launch team set to redefine prepaid mobile services in the US.
- › Played key role in the planning and implementation of the handset strategy, including handset selection, feature definition, promotions, and roadmapping.
- › Worked closely with hardware, software, and handset manufacturing teams to ensure successful commercial launch of five handsets.
- › Led handset UI design and usability research for handsets and 3G services.
- › Created programs to drive down acquisition and service costs while driving subscriber growth.

ABOUT ME

- + Product Management
- + Design
- + Insights

I am a product manager and designer who has experience in developing and launching successful products and businesses.

I believe in balancing my early business and operational background with my design skills and passion to create elegant products, services, and interactions.

I am looking for opportunities where I can work with a team that believes in design-led product development in order to create compelling customer experiences.

EDUCATION

Institute of Design, IIT 2008
Master of Design in Product Design
Crate and Barrel Fellowship recipient

The Second City, 2008
Improv Student

Stanford University, 2001
Master of Arts in Sociology, OB

Stanford University, 2000
Bachelor of Arts in Economics

CONTACT

woojinp@gmail.com
310.686.5482