

WOO JIN PARK

PRACTICE FUSION

Product Manager, San Francisco 2012-2013

- › Product manager and UX designer reimagining the patient experience for the 50M patients on Practice Fusion's electronic medical record platform.
- › Defined and designed the new patient portal and its features, including health record management, medication reminders, and mobile access.
- › Collaborated closely with product marketing and data teams to promote and measure customer growth and engagement.

OKCUPID LABS

Product GM, San Francisco 2012-2012

- › Product manager for internal ventures group formed to conceive, develop, and launch new dating and non-dating businesses for Match.com and IAC.
- › Led design and business efforts and an engineering team 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.

ESPN

Product Manager, Mobile ESPN, New York 2004-2005

- › Early pre-launch product manager for ESPN's national wireless service initiative.
- › Crafted product vision and strategy for parts of the core product.
- › Managed design efforts and key vendor relationships in shaping the customer experience, including handsets, accessories, packaging, and apps service for ringtones, games, and custom content from the NFL, NBA, and other leagues.

VIRGIN MOBILE USA

Product Manager, San Francisco 2002-2004

- › Product manager within launch team set to redefine prepaid mobile services.
- › Played central 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 launches of 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 + User Research
- + Prototyping + Coding

I am a product manager and designer who believes in user-centered product development. Throughout my career, I have been continually augmenting and evolving my skillset in product, design, and software development in order to deliver elegant, viable, and feasible products and user experiences.

EDUCATION

General Assembly, 2013
Web Development Immersive
Ruby on Rails, HTML, CSS, JS

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

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