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## EXPERIENCE

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### **Columbia Daily Spectator** | New York, NY

*Product Manager* Jan 2025 – Present

- Led a cross-functional team in refining a housing information platform used by 4K+ Columbia undergrads
- Managed the development of a housing lottery prediction algorithm using annual housing data

*Product Designer*

Sep – Dec 2024

- Revamped the Special Editions landing page, boosting CTR by 20%
- Conducted competitive analysis to improve call-to-action and visual hierarchy

### **Columbia Build Lab** | New York, NY

Jan – May 2025

*Product Design Intern @ ToothDoc*

- Spearheaded the end-to-end design of key features, including onboarding, dashboard, and referral forms
- Prioritized clear data visualizations to streamline workflows and improve referral completion rate

### **Voinosis** | Seoul, South Korea

May – Aug 2024

*Product Design Intern*

- Designed user-centric features tailored for elderly users, optimizing navigation and accessibility
- Pitched gamified interfaces for key modules to boost user motivation and engagement

### **Color Street** | Totowa, NJ & Remote

June – Oct 2023

*UI/UX & Graphic Design Intern*

- Delivered UX mock-ups to optimize the user journey and align design choices with conversion goals
- Created digital assets like product visuals and marketing emails to support brand consistency

### **Ma Mignonne** | New York, NY

Aug 2024 – Present

*Founder, Pet Fashion Brand*

- Established business relationships with factories from Mongolia and Türkiye for manufacturing
- Developed an e-commerce platform to expand customer reach, set to launch in Fall 2025

### **Rugboy** | Los Angeles, CA

Dec 2022 – Aug 2024

*Founder, Craftsman Business*

- Produced and sold customized tufted rugs for clients based on commissions, generating \$5K in revenue
- Launched the Rugboy website that tailors individual preferences when placing an order

### **Multicultural Business Association(MBA)** | New York, NY

*Marketing Chair*

April 2025 – Present

- Oversee MBA's LinkedIn, Instagram, and Facebook accounts to expand digital presence

*Operational Committee Member(OCM)*

Sep 2024 – Mar 2025

- Acquired sponsorships from La Colombe, Poppi, and DIG for MBA's 2nd annual DEI conference
- Designed social media posts and marketing campaigns, reaching 150 new students for the event RSVP

## EDUCATION

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### **COLUMBIA UNIVERSITY**

2024 - 2027

*Bachelor of Arts in Computer Science(3.9/4.0)*

Club/Organization: Columbia Daily Spectator, Columbia Build Lab, Multicultural Business Association(MBA)

### **UNIVERSITY OF SOUTHERN CALIFORNIA**

2022 - 2024

*Bachelor of Arts in Design, Minor in Web Development and Applied Analytics*

## SKILLS

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**Design:** Figma, Adobe CC, Canva, Webflow, User research/interview, Rapid prototyping, Agile Scrum, WCAG

**Collaboration:** Jira, Trello, Confluence, Slack, Notion, Google Workspace

**Coding:** Java, Python, React.js, JS, HTML, CSS, Swift UI, Flutter, SQL, MongoDB, Docker, Cursor, Lovable

**Languages:** Korean (Native), English (Native)