Sophie So Yeon Park
Product Management & Strategy

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EDUCATION

Master of Information Management & Systems
UC Berkeley – School of Information   May 2018 (expected)

Coursework: UI Design, Distributed Computing, Social & Legal Issues in Information, Haas@Work, Quantitative Research

Bachelor of Business Administration
Emory University – Goizueta Business School   Dec. 2012

Coursework: Strategic Management, Legal Environments of Business, Consumer Behavior, Integrated Marketing Communication

WORK EXPERIENCE

Samsung Electronics HQ   2013 – 2015
Associate Product Manager for a Smart Wine Cellar
- Hired from internship(2012) to become area manager (2013-2014); then promoted to Strategy & Partnership manager (2014)
- Completed product planning for a new smart home product in four months, 1/3 of traditional timeframe, in open collaboration with 5 different teams of designers, developers, and partners
- Led focus group-driven app planning for a smart wine cellar in partnership with Vivino, a highly appraised wine-management app with the greatest number of global users at 19.3 million

Associate Strategy & Partnership Manager for Smart Home
- Developed an Internet of Things(IoT) strategy as part of a cross-functional team of eight, including evaluation and development of partnerships with outside IoT companies and creation of complex legal documents
- Led partnerships with 5 industry-leading companies and assisted with 7 others, enriching Smart Home ecosystem
- Proposed improvements to back-end IoT system architecture at a scale of a multi-million dollars with successful implementation

IBM Korea
Intern for Global Process Services   Summer 2011
- Raised digital consumer engagement by assisting in a global, interactive web-renewal project for Hyundai Motors
- Showed initiative by bridging English-Korean language disparities on websites

PROJECTS

Clocls Online education platform where anybody can become a teacher or a student: clocls.com
Business/Product consultant   Fall 2016 - Current
- Leading a team of 5 to create an unprecedented product: English lessons themed with various subjects (cooking, programming, etc.) to meet the needs of busy foreign professionals who want to learn English as well as enjoy leisurely hobbies
- Formulated a phase-based, scalable strategy and proposed key differentiating functions through market research, user testing, and close communication with designers/developers for implementation

Renewable Energy Adoption A Consulting project for a large utility company to accelerate adoption of battery solutions
Customer insight researcher, Strategic consultant   Spring 2017
- Interviewed multiple stakeholders to gain key insights and discovered unmet needs and possible frustrations of customers
- Generated a portfolio of fresh perspectives on the problem and game changing ideas using innovation cycle framework

Wing It A mobile app to help revive airport businesses through gamification
UI designer, UX researcher   Fall 2016
- Diagnosed user pain points through qualitative interviews and quantitative surveys
- Rapidly prototyped UI design through RITE method using Figma, POP, and Marvel

AWARDS
- Samsung Creative-Lab Challenge 6th Place, out of 300+ submissions, featuring data-driven traffic safety app (2014)
- Best Intern Award from Samsung Electronics HQ, an award granted to less than 15 out of 500+ interns (2012)

SKILLS
- Product management: Agile product development, Slack, Competitor analysis (Innovation Value Chain, 5 forces, etc.)
- Programming: Python, Git
- Design: Sketch, Rapid prototyping (Figma, POP, Marvel)