

# JAECHAN YOO

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## EXPERIENCE

**Afino**, Product Manager, Toronto, ON

February 2021 – Present

- **Established north star metric to clearly define how the company of the success will be measured** through brainstorming different metric ideas also identifying leading and lagging indicators
- **Launched 2 features that increased adoption by 50%** from creating use case diagrams and hypothesizing where visibility could be improved

**Bell**, Product Manager, Toronto, ON

June 2020 – August 2020

- **Launched app releases that included 3-4 features per release for 315K MAU** by prioritizing tasks and collaborating with a cross-functional team of marketing & communications, engineering, and designers
- **Evaluated and refined customer experience for Bell Webmail identifying and fixing 250+ user issues and bugs** by designing and leading 4 beta test trials ranging from 50-2000 users that involved 1-1 user interviews and live triaging sessions
- **Implemented a migration of Bell Webmail to a new UI and back-end for 300K MAU effectively increasing mobile usage by 20% and reducing call rates by 50%** through collaborating with a cross-functional team of engineers, data scientists and designers
- **Established a new customer communication channel acquiring 20 qualitative insights per user** by creating a new user feedback system through surveys after recognizing lack of data from utilizing only MixPanel and app reviews

**QUBE**, Consultant, Kingston, ON

April 2019 – April 2020

- **Acquired approval from president of region for the implementation of client's multi-billion-dollar transportation system** by performing market analysis and conducting a feasibility report that delivered a market-entrance strategy for a high-tech mid-market transportation player
- **Provided an AI/ML startup with quantitative & qualitative data to pitch to VC firms and investors** by conducting a deep-dive competitor analysis highlighting the client's strengths, weaknesses, and necessary changes/improvements to their business model.

## PROJECTS

**Motion** | ([https://youtu.be/H\\_pOk1p-9MA](https://youtu.be/H_pOk1p-9MA))

May 2021 – July 2021

- **Designed an Apple value add-on to eliminate the \$411B US loss in productivity** by simulating the entire product development lifecycle from identifying the opportunity, to go-to-market and launch plans
- **Identified customer segmentations and developed personas to refine the scope of the product** by brainstorming potential pain points and supplementing with user stories
- **Delivered what the user experience flow would be, showing how the user would interact with the product** from developing wireframes

## EDUCATION

**Queen's University**, Faculty of Applied Science and Engineering, Kingston, ON

Bachelor of Applied Science, Mechanical and Materials Engineering Major, General Option

Expected: May 2022

### Courses

Intro to Computer Programming • Economic and Business Practice • Engineering Design & Practice • Creative Entrepreneurship • Machine Design I • Engineering Data Analysis • Design Thinking • Topics in Innovation • Explorations in Creativity

**Product School**: Product Management Certificate, San Francisco, CA

July 2021

Define a Product Strategy • Identify Opportunities & Customers • Innovate Opportunities & Achieve Product-Market Fit • Define Your Product • Design Thinking & Development • Product Marketing & Strategy • Product Launch & Iteration

## SKILLS

- Web Development: HTML, CSS
- Programming: C, MATLAB, Python