

# Jason Noah Choi

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## Skills

<b>Business</b>	Product Management, Enterprise Software, Customer Interview, Business Intelligence
<b>Software</b>	Trello, Asana, Monday, Adobe, InvisionApp, Zeplin, Figma, Sketch, Balsamiq, Excel, Looker/Sisense, Google Analytics, Zendesk, CampaignMonitor, VS Code, Xcode, NetSuite, Salesforce, Jira, GitHub
<b>Design</b>	Design Thinking, User Interface Design, Mobile Design, User Experience Design
<b>Technology</b>	Swift, Objective-C, HTML, CSS, JavaScript, MySQL, Ruby, React, Heroku, GraphQL, REST API
<b>Strategy</b>	Agile, Scrum, Kanban, Innovation, Cross Functional Team Lead, User Stories, Product Lifecycle, Feature Prioritization, User Requirements, Product Roadmap, Scope Management, Lean Startup, A/B Testing, Quantitative Data Analysis, Stakeholder Management

## Experience

### WeWork Labs

Lead Product Software Developer

Feb 2019 - April 2020

- Led research with end-users, gathered key stakeholder pain points to define scope, vision, and roadmap of 3 brand new user-facing Minimum Viable Product offerings.
- Championed internal developer documentation for product/engineering team onboarding, README, and workflow.
- Worked closely with stakeholders using kanban to distill complex challenges into simple and scalable solutions by migrating data to Rails REST API, while driving execution of unifying data sources via GraphQL for faster loading.
- Implemented member portal directory app to drive improvements in community engagement, learning, and adding stickiness by providing access to mentors; thus saving time and gaining efficiency for admins managing each regional lab.
- Delivered **WeWork Labs** landing page using best practices to ensure mobile-friendliness and accessibility; including features to improve customer funnel, leading to more time on page, capturing more leads, and more conversions through stronger CTAs.

### Condé Nast

Mobile Product Manager

Feb 2017 - Feb 2019

- Transitioned into Product, crafting Vogue's brand product strategy and led efforts that grew the audience and shaped the position in subscription, e-commerce, video and event space.
- In a reorg, shifted focus across all 23 brands, built a singular design system and suite of products for adoption, which improved performance by speeding up page loads, increased ad and affiliate monetization, and saving operation costs across key brands.
- Defined, monitored, and analyzed metrics for features and functionalities, while incorporating learnings into managing product roadmap to deliver a redesigned iOS app portfolio that increased downloads and engagement, while still being crash-free.
- Together with a team of 5 developers and 1 designer, strategized and introduced a regression testing workflow and tooling to help increase efficiency reaching consensus with stakeholders which led to faster deployments and reduced reported bugs.

Senior iOS Developer

Feb 2016 - Feb 2017

- Developed iOS app portfolio: **Vogue**, **The New Yorker**, **Vogue Runway**, and **Epicurious**, internal mobile API tools.
- Introduced automation tooling (CI/CD) for iOS using FastLane, CircleCI, and BuddyBuild, increasing efficiency in deployment, unit testing, and UI integration testing.
- Owned front end experience by contributing to templating engine for all brands to use, which was built using React, GraphQL, and TypeScript for front end component based design systems.
- Manage in-house API tools and standardized analytics tracking utilized by all iOS apps in Conde Nast brands.
- Built end-to-end features: swipeable cartoons and offline caching mechanism in The New Yorker Today iOS app.
- Worked together with stakeholders to build Vogue Runway iOS app from scratch incorporating GraphQL for queries in Swift, which featured heavy image caching, video streaming, and optimized search feature.

## Practice Fusion

Product Manager, Customer Engagement

April 2012 - April 2015

- Brought end-to-end solutions to market through ownership of the full product lifecycle management using problem identification, validation, and collaborating with business stakeholders throughout the company to ensure platform adoption and customer success in healthtech.
- Using agile methodologies, dove into requirements with experts to learn domain in launch of tracking dashboard metrics for medical practices so that they can qualify for federal incentives.
- Shipped Q&A knowledge base forum which reduced touch points needed to convert to being active users; which also led to saving time, efficiency, and costs for Ops team, while increasing customer centricity through better CTAs and FAQs.

Customer Success Manager

Aug 2011 - April 2012

- Led implementation to provide support to thousands of medical practices by managing competing priorities with consistency and transparency by defining customer funnel processes and tools to enable better scaling solutions.
- Led cross-department initiative with Product team to increase engagement via A/B testing, conducted user testing, and creating wireframes for future iterations of product offering.
- Used each call as an opportunity to conduct user testing and collect feedback, improved overall UX by building forms to gather better user feedback which gave me an opportunity to join the product team.

## Independent Consultant

Product Manager

Dec 2013 - Present

- As an independent consultant, guided product strategy and consulted with various stakeholders for multiple startups building mobile and web apps across industries such as fintech, fashion, social, and interior design.
- Conducted discovery and validation via customer interviews, feedback gathering, and surveys which led to 2 scoped interior design iOS MVPs.
- Shaped and launched MVP for an augmented reality iOS app, collaborating closely with stakeholders, by extracting key insights and validating hypotheses by using quantitative and qualitative user research to redesign mobile experience.
- Led a cross-functional team of designers, engineers, and analysts to drive engagement for a fintech startup; set up A/B testing, refactored legacy code, and introduced agile methodologies to guide to top 100 in app store.
- Oversaw product roadmap for fashion app to drive new AR and sticker experience with stakeholder consensus in the design, wireframing, and development work leading to new untapped subscriptions and bump numbers for struggling app usage.

## Education

**BA Psychology, Human Behavior, 2009**

University of Southern California, Los Angeles, CA

## Awards

**Vogue Runway**

2018 Webby Award Winner, Mobile, Fashion & Design, 2017 Webby Award Nominee, Mobile

**Vogue**

2017 & 2018 Webby Award Nominee, Mobile, Fashion & Design

## Projects

Occasional open source contributor, building eCommerce brand/platform in spare time. **Bold** texts are clickable URLs.