

Ji Hee Yoon

New York, NY | Data & Human Behavior Enthusiast

EDUCATION

Columbia University in the City of New York, Columbia College
B.A. Psychology

New York, NY
Sep 2013 – May 2017

- Cumulative GPA: 3.9 (Cum Laude), Dean's List
- Columbia Business Women's Society Officer, 180 Degrees Consulting Leader, Admission Committee

Pratt Institute, School of Information

MS Data Analytics and Visualization, Advanced Certification in UX

New York, NY
Aug 2020 – May 2022

- Cumulative GPA: 4.0 (Dean's List, 2-Years Merit Scholarship Recipient, Selected as UN Global Data Pulse Data Analytics Fellow)
- Graduate Research Assistant in HCI-publications for review on Intelligent Personal Assistants (VUI / Chatbots)
- Client facing projects during semesters for UI / UX optimization and Data Analytics

EXPERIENCE

Amazon, Inc.

Senior Product Manager

New York, NY
Starting July 2022

United Nations (UN Global Pulse)

Data Analytics and Visualization Fellow

New York, NY
Mar 2022 – Present

Selected as the fellow to partake in an internship focused on data analytics and data visualization work with the United Nations via Pratt Institute School of Information. Projects include working with language processing data at a global scale and global conflict data to communicate meaningful insights to the general public as well as the internal organization

Citigroup, Inc.

Treasury and Trade Solutions (TTS)-Product Mgmt. Summer Intern

Hong Kong, SAR
Jun 2021 – Aug 2021

As a Product Management Summer Intern for the APAC team, I partook in multiple projects around pricing optimization, market research, risk analysis, and automation/data analytics with focus on Fintech clients. Project highlights:

Revenue Opportunity and Leakage Identification

- Drove first phase of pricing optimization project to completion; tasks included controlling data quality, communicating with country and regional heads of Product & Sales, and data wrangling / analysis of priority countries' pricing data across all accounts
- Devised strategies based on predicted future scenarios, identifying opportunities 2.4x target revenue

Reporting automation and Dashboard Visualization

- Designed two dashboards automating revenue and fee reporting; dashboards are live and used by global heads of Fintech across the entire Citigroup organization to inform business decision-making

Novantas, Inc. (now Curinos, Inc.)

Product Manager Specialist of the company's core products for Loans and Deposits

New York, NY
May 2019 – May 2020

As a Product Manager for a B2B Fintech Fortune 100 company, I led various projects and oversaw the agile process with JIRA and PM tools while collaborating with UX designers, front-end & back-end engineers, technical writers, and business teams. Project highlights:

Performance Enhancement Project

- Ran comprehensive baseline analytics and led the team to improve main product performance with actionable roadmaps
- Achieved significant improvement (averaged 70%+ reduction in load time) within four weeks

Rate Management (RM) Module Redesign and Development Project

- Led meetings with head of Pricing of 5+ clients, consolidating pain points and new functionality requests
- Drafted a full-scope business requirement document with technical requirements for 25 new functionalities

Lead Associate (Strategy Consultant)

July 2017 – May 2019

As a Strategy Consultant, I managed and ran analytics (statistical, qualitative), and communicated solutions to executive-level clients for 12+ projects with on-site experience in the US, Canada, and Australia. Project highlights:

Portfolio Diagnostic and Performance Benchmarking Project for \$100B+ Commercial Bank

- Evaluated customer behaviors as drivers of balance persistence and elasticity through data-driven statistical modeling to predict balance movements by client segments

Short-Term Deposit Strategy Playbook Project for \$50B+ Commercial Bank

- Developed an optimized four-quarter deposit funding strategy playbook to add \$5B deposits and \$50M+ in revenue; strategies also included qualitative recommendations on clients' capabilities

ADDITIONAL INFORMATION

WE.STAND, *Founder of VUI training Initiative for bystander intervention (We Emerge Stronger Together And Never Defenseless)* **Mar 2021**

- Designed, market researched, user researched, prototyped, and tested the VUI-currently searching for partnerships

NovaW@W (Novantas Women at Work), *Company-wide Discussion Leader on corporate diversity and inclusion* **Sep 2017 – May 2020**

Languages: Korean (Native), English (Fluent-Native), Spanish (Advanced-DELE C1), SQL (MSSQL, Oracle) | Learning Python, CSS, and HTML

Other Program Skills: JIRA, Adobe Suite, Tableau, Figma, Lucid, Google Analytics & Studio, QGIS, MicroStrategy, Trello, Database Design