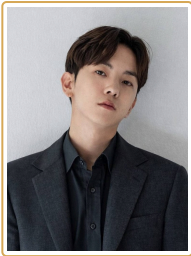


HYUNJUN KIM

Business & Product Strategy | Product Management |
Business Consulting | Growth & Marketing | AI Product Development

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CORE COMPETENCIES

- Product Strategy
- Business Strategy
- Product Planning & Management
- Business Consulting
- Digital Transformation
- Project & Team Leadership
- Cross-functional Leadership
- Operations & Process Improvement
- Go-to-Market Strategy
- AI Product Development
- Stakeholder Management
- Business Development & Partnerships
- Growth & Marketing Strategy
- Agile / Scrum

TOOLS

Figma	GitHub	Supabase
Google Analytics	Google Ads	Meta Ads
SQL	Notion	Slack
ChatGPT	Claude	Gemini
Claude Code	Codex	Vercel
Unity	Flutter	TestFlight
Canva	Midjourney	Google Stitch

LANGUAGES

Korean — Native
English — Professional Working Proficiency
Japanese — Professional Working Proficiency

SUMMARY

A business-driven product professional bridging strategy, operations, product, marketing, and AI to turn ideas into scalable digital businesses. 8+ years of experience spanning product strategy, business consulting, project leadership, growth & marketing, digital transformation, and AI-powered product development across healthcare, government, hospitality, IoT, and e-commerce industries. Proven track record leading initiatives from strategy through execution — founding and scaling ventures, driving partner and revenue growth, leading cross-functional teams, and independently shipping five AI-assisted products end-to-end by directing AI as a full product team.

8+	20+	18+	5
Years Experience	Projects Delivered	Team Members Led	AI Products Shipped Solo

EXPERIENCE

Independent — Solo AI Product Builder Sep 2026 – Present
Founder — Product Planning & AI-Directed Development

— Plan, build, and launch products alone by directing AI as a full team — setting standards in rule documents, assigning small ordered tasks, and verifying every result on real devices before moving on.

THE HOUSE — First-person escape-room game in Unity 6. Idea to Google Play store build in about 4 weeks (~16 working days) with no prior game-engine experience; store listing in 4 languages. (Unity, C#)

Money Navigation — Travel payment assistant built in 48 hours at U-Hackathon 2026 (Bangkok, AI track), running 8+ parallel AI sessions under one PM session. Released on public GitHub, APK, and TestFlight. (Flutter)

AI Video Streaming Platform — Fully serverless video streaming on the Cloudflare edge: AI auto-translation into 10 languages and subscription payments verified on-chain. Live about 3 weeks after the first brief. (Cloudflare Workers, D1, R2)

AttenNFC — NFC + GPS attendance and automatic payroll for small Thai businesses; core logic running 9 days after the first brief. In development. (Flutter, Supabase)

MeChoose 2025 – Jul 2026
Founder — Product Strategy & AI Product Development

— Owned every stage of building digital products solo — product discovery, UX/UI design, frontend and backend development, database architecture, AI integration, marketing, and launch — using AI-assisted development to operate as a full product team of one.

MeChoose — AI-powered fashion e-commerce platform for the Thai market, live at mechoose.store and on the App Store and Google Play. Web launch about 1 week after the first brief; App Store approval in about 6 weeks. AI Virtual Try-On, payments, admin panel. (React, TypeScript, Supabase)

Momento — Couple memory-matching mobile app built natively for iOS and Android. Location-based automatic memory detection and matching. iOS on TestFlight about 7–8 weeks after development began. (SwiftUI, Kotlin, Supabase)

MemoHub — Web app that gathers notes and Telegram messages and summarizes them with AI. Deployed on Vercel.

INDUSTRIES

- Healthcare
- Government
- Hospitality
- Beauty
- IoT
- AI
- E-commerce
- Gaming

KEY ACHIEVEMENTS

20+ Projects Delivered

18+ Team Members Led

3.5x Revenue Growth (Wooah)

150+ Partner Clinics Secured

5 AI Products Shipped Solo

~4 wks Idea to Store Build (Game)

~6 wks Idea to App Store Approval

CERTIFICATION

Certificate of Participation

U-Hackathon 2026, AI Track (u-topia)

Oct 2026

THE e-roon

2022 – 2025

Founder — Product Strategy & Growth

- Built and led Wooah, a cross-border medical beauty platform, translating an ambiguous market opportunity into a working product and go-to-market plan connecting international patients with Korean clinics.
- Directed business strategy, product planning, partner growth, marketing, and operations, aligning a distributed team and 150+ partner clinics around a shared roadmap.
- Uncovered an unmet customer need through data analysis — patients wanted the full travel journey, not just treatment — and expanded the offering accordingly, growing monthly revenue 3.5x.
- Led the company to an acquisition exit — sold to a China-based company.

Sky C&I Co., Ltd.

2022 – 2025

Founder & CEO — Product Strategy & Digital Consulting

- Built and led an 18-member team across engineering, design, and technical direction, delivering 20+ client projects spanning government, IoT, hospitality, and enterprise sectors.
- Translated ambiguous client business goals into executable product plans — running discovery meetings, defining scope and functional requirements, and aligning stakeholders on priorities, budget, and timeline before development began.
- Partnered with clients to evaluate change requests by identifying the underlying business need rather than simply implementing what was asked — recommending existing capabilities or alternative approaches where appropriate, reducing unnecessary development effort while balancing business value, delivery timelines, and cost.

Trust Inc.

2021 – 2022

Operations Team Lead (Founding Member)

- Joined as a founding member to build organizational structure and operational processes from zero in a fast-growth startup environment.
- Turned an early-stage concept for MEDIC, a hospital reservation and medical community platform, into a launched product by coordinating stakeholders across product, engineering, and business teams.

REPRESENTATIVE PROJECTS

MeChoose

AI fashion commerce for Thailand — solo build, live on web, App Store, and Google Play.

Momento

Couple memory-matching app — solo native iOS & Android build.

Wooah

Cross-border medical beauty platform — partner growth, 3.5x revenue.

K-ETA

Government e-Travel Authorization platform — requirements analysis, delivery.

DeepFarm · LOCA · Coupang Shuttle System

IoT smart farm, internal HR/finance system, employee shuttle platform.

EARLIER EXPERIENCE — HOSPITALITY

STARZ Hotel Premium Dongtan

2020

Opening Team Member

- Led a data-driven strategy pivot during COVID, shifting target segment from business to family travelers based on community and spending-pattern analysis, and implemented a kids'-room concept driving significant post-launch growth.

Incheon Airport Capsule Hotel

2018 – 2020

Opening Team Member

- Managed OTA/channel strategy (Agoda, Booking.com), pricing, and reservations; developed the service and brand concept from the ground up.