

# Jiwon Yoo

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## Education

**Brown University**, *BSc. Applied Math-Comp.Sci & Cert. Entrepreneurship, 4.0 GPA* Sept. 2022 – May 2026  
*Honors:* Top in the World Mathematics Cambridge Outstanding Learners, World Math Championships Invitation × 2, Southeast Asia Math Competition Finalist × 3, British Mathematical Olympiad Top 0.05% Merit, Duke of Edinburgh's Gold  
*Test Scores:* International Baccalaureate 44, Bilingual Diploma, Cambridge A-Level Further Mathematics A\*

## Work Experience

### Associate Consultant Trainee

Bain & Company *Seoul, KR* June 2025 – Present

- Contributed to two client projects: evaluated a premium consumer brand for a private equity client & optimized customer reach and cost efficiency for a retail client—driving insights aligned with product-market fit and commercial potential.
- Conducted end-to-end research across customer behavior, competitive positioning, organizational structure, and operations to inform business strategy and product opportunity identification.
- Built data-driven models and visualizations in Excel to support hypothesis testing, benchmark comparisons, and key decision-making deliverables for internal and external stakeholders.
- Utilized Python to clean and organize large datasets, create relevant categories, and automate metric calculations—enabling faster iteration and insight generation for product-facing recommendations.
- Synthesized expert interviews into strategic briefs, accelerating stakeholder alignment and hypothesis refinement.

### Product Strategy Intern (Entrepreneurship Track)

Hanwha, Global Internship Program *Seoul, KR & San Francisco, CA* June 2024 – August 2024

- Selected for a competitive cross-functional startup accelerator, collaborating with interns in business, UX, and engineering to ideate, build, and pitch a Gen Z consumer-facing digital product to VCs in San Francisco.
- Led product strategy by conducting market research, whitespace analysis, and defining core KPIs to align product vision with user needs and business objectives.
- Shaped product direction by synthesizing user segmentation insights and competitive intelligence to refine value propositions and prioritize feature development.
- Drove agile product execution by translating strategy into wireframes, technical specs, and user stories using Figma, Adobe Illustrator, and React Native in collaboration with design and engineering teams.

### Rotational Intern: Product Operations & ML R&D

BrickMate Inc *Seoul, KR* June 2023 – August 2023

- Operated across product operations and AI R&D teams, managing Jira sprints and delivery timelines, increasing sprint velocity by 50%.
- Led UX research and prototyping for four mobile apps, bridging user feedback and engineering feasibility through high-fidelity Figma wireframes.
- Built a machine learning-based speaker recognition system (98% accuracy) and automated QA test suite, reducing manual test cycles by 3x.
- Created internal documentation and developer handoffs that improved alignment and reduced iteration churn.

## Extracurricular Leadership

### Instructor & Product Ops Lead (Division 1 Black Belt 3<sup>rd</sup> Dan)

Brown Taekwondo Team *Providence, RI* December 2022 – Present

- Led digital transformation of internal training systems—built and automated tracking tools for 150+ athletes using advanced Google Sheets formulas.
- Coached 60+ students and coordinated logistics for national tournaments, using Notion and Slack to streamline operations and scheduling.
- Designed motivational frameworks and led performance feedback sessions, improving practice attendance and new member retention.

## Courses, Skills & Interests

**Technical Skills:** Microsoft Excel, Google Sheets, Python, SQL, MATLAB, HTML/CSS, Figma, Illustrator, ReactJS  
**Product & Analytical:** A/B Testing, Agile Scrum, User Research, Product Roadmaps, Feature Prioritization, Wireframing  
**Soft:** Strategic Communication, Cross-functional Collaboration, Product Sense, Prioritization, Emotional Intelligence  
**Interests:** Logic Puzzles, Outdoor activities (Hiking, Scuba Diving, Sailing, Ski), Learning new skills (Guitar, Juggling, Art), Learning new languages (Mandarin, Japanese, Thai)