

# Lucas Kim

Product manager deeply passionate about captivating audiences.





#### **EDUCATION**

## **University of** California, Berkeley

Aug 2020 - May 2023 **B.S Business Administration** B.A Data Science

GPA: 3.9/4.0 ACT: 35/36

## **SKILLS**

UI/UX (Figma, Adobe CC)









Expert

Strategy & Prioritization









Expert

Data Analysis (SQL, R, Excel)









Prototyping & Iterating











Python (Numpy, Pandas)











WebDev (HTML / CSS)















## **AWARDS**

#### **PwC Case Competition**

Finalist (Dec 2020)

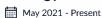
# **INTERESTS**

Club Tennis, Gravel Biking, Vlogging, Fantasy Sports, Betta Fish, Korean Barbecue, Quadratic Voting, Discomfort

### **WORK EXPERIENCE**

### Product & Strategy Intern | Flyerstack

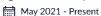
Berkeley, CA



- Led management of Closed & Open Beta consisting of over 200 users and 44 product interviews leading to actionable feedback
- Built responsive website using Webflow and HTML foundations with 7 unique mockiups drawing 187 open beta signups
- Spearheaded communication with the development and design teams to establish a prioritized list of features for launch based on user feedback

#### Product Design Intern | LearningPal, inc.

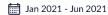
Sunnyvale, CA



- Built fully redesigned dashboard of LearningPal's main document management software after conducting 15+ interviews with clients at Daikin American and ...
- Led the design process and user worklow of joint venture project with ClinIQ for a vaccine passport dedicated for the 2020 Tokyo Olympics
- Constructed pre-launch digital marketing strategy on 5 mediums and designed B2B brand character aligning with company values

### Growth Marketing Consultant | Spotify

Berkelev, CA



- Produced 8 unique product mockups on Photoshop and Fimga used to construct a cohesive brand campaign for Spotify's Hot Country
- Spearhead campaign brainstorm sessions using insights from survey analysis of 657 respondents using RStudio and Excel
- · Constructed 5 unique personas, each associated with 3 unique marketing efforts based on their traits and affinities

## Strategy Consultant | Coursera

Perkeley, CA



- Generated 114 course ideas, organized into 2 ranked lists based on revenue and popularity using RStudio to analyze survey results from 364 respondents
- · Built 4-layered methodology factoring in national data, relative popularity aided enrollment, and general interst to rank classes by revenue potential
- Brainstormed 12 different actionable academic and professional partnerships based on 7 successful case studies to increase college presence on the platform

# **LEADERSHIP**

## Design & Photography Chair | Berkeley Business Society

Perkeley, CA



- Led design process for Spring 2021 and Fall 2021 recruimtnet including flyers, Instagram posts, using Figma and Adobe Illustrator
- · Taught weekly design workshops for 34 newly recruited members practicing basic skills on Figma and other design principles
- Organized headshot schedules for 74 club members, touching up photos on Photoshop