HANNAH MOON
PRODUCT MANAGER

DESIGN PROJECTS

Product Manager & Designer / Quick Reports Module on Catalyst Platform - MRI Simmons
JUN 2022 - Current
Redesign and merge two legacy platforms into the current, Catalyst Quick Reports. Hands-on skills with UX design, enhanced by identification of user needs obtained by conducting user research interviews. Responsibilities include multiple levels of managing deliverables while maintaining ongoing communications and direction with developers and stakeholders. The Quick Reports module has proven to be a significant factor in increased conversion rates, client renewals and acquisition of new business revenue.

Product Manager & Designer / ACT Module on Catalyst Platform - MRI Simmons
MAR - AUG 2023
Activate Campaign Targets (ACT) leverages syndicated data on the American Consumer to enable targeting a consistent audience beginning with the planning stage and following through the entire process all the way to actual audience delivery/measurement across all media channels. Responsible for the entire redesign of the platform to retain clients and grow the revenue stream by replacing an outdated and cumbersome legacy platform with today's streamlined and effective platform, exceeding client's expectations and significant increase in company revenue.

Product Designer / Aspired World
FEB 2022 – APR 2022
Own end-to-end design process to checkout expansion for Aspired World, a non-profit platform. Developed design system to collaborate with teammates to produce high quality and timely deliverables to meet project objectives.

WORK EXPERIENCE

Product Manager
GfK MRI-Simmons, NYC
MAY 2022 - PRESENT
Skills in operational management, UX design, and driven by a passion for creating innovative, easy to use applications. Ensure clients can easily visualize relevant insights leading to enriching the overall value of syndicated data. Responsible for the redesign of legacy modules within multiple MRI-Simmons Platforms as well as the creation of new and innovative modules. Reached companywide goal of providing valuable resources to marketers, allowing them to gain the most powerful insights from our research.
Understanding our client's' goals and their strategies has proven to be essential. Using knowledge gained by working in partnership with clients and stakeholders has led to effective monitoring during the product development process. Effective collaboration with other PMs, engineering and client facing teams is a n ongoing process adhered to, ensuring product development is on track.

Merchandising Assistant
Wacoal America, NYC
2019 – 2021
Overhauled antiquated 34-binder filing system into ease of accessibility, storage and organization. Create and maintain accuracy of colorway and seasonal linesheets in PLM. Managed all seasonal sample process and production.

Project Development Manager
Mattson Brand Distribution & Management, Seoul
2016 – 2018
Worked with other department heads to establish milestones and work to complete projects effectively within the seasonal budget. Managed and maintained the relationship with client and all stakeholders to ensure and maintain mutual satisfaction. Worked with local designers to curate their brand suitable for the US market.

DETAILS

ahyunmoon.com

LinkedIn

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1 (917) 456-4601

EDUCATION

Springboard
UX/UI Design Certificate

Fashion Institute of Technology
New York City, NY
AAS in Fashion Business Management

St. Petersburg Conservatory
St. Petersburg, Russia
BM and MA in Cello Performance

SKILLS

Design
Visual Design
Information Architecture
Prototyping
Wireframing
User Research
User Flows
Interaction Design
User Testing

Tools
Figma
Miro
Lucidchart
PLM
Google Analytics

LANGUAGES

English (Native)

Korean (Native)

Russian (Intermediate)