

Jinsoo An

Product Manager with exp. in cross-platform product design, growth strategy & consumer insights

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Relevant Work Experience

Nike

Consultant, Product Manager, Global Digital Innovation
Beaverton, OR USA : 2020

- Developed forward-thinking platforms that leverage digital services & retail footprint to build community around fitness-w/ goal of diversifying Nike's business model & disrupting health and wellness market
- Designed proof-of-concept of integrated products & services as well as playbook containing multi-year vision, roadmap, framework & strategies
- Led & equipped lean team of designers, strategist, CDs & project manager w/ product innovation methods, workshops & exercises that encouraged momentum, open collaboration & sense of direction

Outcome

- Product concepts were evolved into pilot programs & then launched as mobile apps in Nov 2021. They incl. Nike Training Club: Fitness (app refresh of NTC) in 12 countries; NTC Live (premium subscription/feature within NTC) in US, UK & JP
- NTC: Fitness received 4.9 out of 5 on Apple App Store & 4.5 on Google Play
- Transformed client's open-ended direction into solid creative & strategic vision that galvanized innovation group & their stakeholders
- Delivered project on time & surpassed client's requirements
- Received excellent remarks by client on thoughtfulness & level of depth

British American Tobacco

Consultant, Technical Product Manager, Strategic Science & Technology
London, UK : 2019

- Led development of POC of health-conscious HaaS platform as alt. to combustible products using speculative design process & entrepreneurial approach
- Designed system that combines multisensorial HW & consumable w/ mobile app, online service, retooled supply chain & distribution network to achieve horizontal integration & high-volume growth
- Managed & prioritized product features that improve psychological well-being of consumers based on wide range of social contexts & research
- Developed playbook for R&D team, which packages product concepts, consumer applications, platform architecture, active-ingredient formula, tech assessment, market analysis, monetization, strategic partnerships, CI, visual storyboards, etc.

Outcome

- POC & playbook were integrated into internal pitch to C-level executives, innovation center of excellence & experiential installation
- Work persuaded executives to commit to proposed global vision leading to investment of hundreds of millions of dollars, increase in budget allocation for R&D group & major shift in corp. strategy
- Work was later evolved into engineering prototypes & product trials in test markets in Asia over the course of several yrs.

NFL : National Football League

Cross-Platform Product Design Lead, Digital Media Group
Culver City, CA USA : 2016 – 2017

- Led by serving product design & mgmt. roles across mobile, web & connected TV as well as premium subscriptions, stadium exp., gaming & e-commerce

- Designed, prioritized & monitored feature enhancements & releases for 22 apps, 7 websites & 5 social properties across NFL ecosystem in US, Can., UK, Aus, Mex.
- Worked directly w/ VPs of Product & Customer Exp., engineers, data scientists, editors, legal team, Verizon Wireless & franchise owners to: continuously ID opps.; define & agree on PRDs; enhance & maintain product features; increase user engagement & acquisition towards qtrly. milestones
- Evangelized improved design workflow incl. fan-centric design method, complete design system, documentations (e.g. product playbook, UX design principles, etc.)
- Guided & coached entry-level POs to ensure that proper PD process was implemented across teams via workshops, whiteboard sessions & shadowing

Outcome

- Increased: mobile engagement by 300%; sign-up conversion rate for streaming subscription by 40%; usability & fan satisfaction of mobile, TV & event experiences by 20–30%; Apple App Store rating from 2.1 to 4.9 out of 5; signups for NFL GamePass by 24% leading to 32% growth in revenue; mobile live streaming views by 35%
- Recognized by Apple App Store and Google Play Store as editor's choice

Awards

1st Pl. Winner & Team Lead, Hololens Hackathon, Microsoft, 2016

1st Pl. Winner & Team Lead, Extreme Wearables Designathon, Intel & ArtCenter, 2014

Best Brand Experience for VW.com, UX Award, 2014

Top 5 in JD Power Manufacturer's Website Study, 2009 & 2010

Teaching, Mentoring & Leadership

Program Advisor & Guest Instructor, Carnegie Mellon CMKL Thailand, 2021

Edu. Consultant & Workshop Instr. CENTRO College for Design, Media & Film, 2019

Mentor for MA Research, The New School for Social Research, 2019

Mentor for Master of Design Thesis, ArtCenter College of Design, 2012

Mentor for MBA Thesis, USC Marshall School of Business, 2012

Local Organizer, Interaction Design Association (IxDA) Los Angeles, 2011-2012

Skills

Design Methods – Lean • Human-Centered • Design Thinking • Systems Thinking

Foresight Studies – Trend Extrapolation • Strategic / Normative Scenario Dev.

Languages – Read, write & speak fluently in English & Korean • Elementary Japanese

Project Management – Jira • Trello

Research Methods – Ethnographic • Cross-Cultural • Heuristic Eval. • Contextual Inq.

User Testing & A/B Testing Tools – UserTesting.com • Qualtrics

UX, IxD & Wireframing – Figma • Framer • Sketch • InVision • InDesign

Education & Training

B.S., Business Administration w/ emphasis in E-Business
California State Polytechnic University, Pomona, CA

Cooper Interaction Design Practicum

Cooper U, San Francisco, CA