


Jei Park

PRODUCT MANAGER

CONTACT

 jehyojeipark@gmail.com

 New York, NY

 jehyo-jei-park

 jeipark.com

ABOUT ME

Data-driven PM passionate about AI-powered personalization, UX, and growth. Experienced in launching and scaling AI-driven digital products.

EDUCATION

2024 - 2025

Carnegie Mellon University

Master of **Human-Computer Interaction**

Bachelors of Science in **Statistics**

Minors: Business Analytics and Optimization, Music

SKILLS & TOOLS

Python, SQL, R, MongoDB, Tableau, Microsoft Excel, Adobe Creative Suite, Figma, JavaScript, TypeScript, HTML & CSS

Data Analytics, A/B Testing, User Research, Product Management, UX Design, Statistical Computing, Data Management, Business Optimization

AWARDS

Secured **1st place** at **Techstars Startup Weekend Pittsburgh 2025** for BehavAI.

Top 10 finalist out of 70+ teams in the national **CMU Venture Challenge 2024** competition for Romantic Dinings.

PRODUCT EXPERIENCE

Romantic Dinings

Co-Founder, Product Manager

Nov. 2023 - Present

Romantic Dinings is a dating experience app that curates aesthetically pleasing date itineraries, for singles navigating the dating scene or couples rekindling their spark.

- Drove product strategy by synthesizing insights from **100+ user interviews**, influencing key roadmap decisions.
- Designed mobile interfaces, and collaborated with engineering on fullstack development, using React Native, Django, PostgreSQL, and Google Cloud.
- Boosted recommendation relevance by 45% through sentiment analysis and unsupervised learning on Google Places API restaurant reviews.

Advanced Robotics for Manufacturing (ARM) Institute

User Researcher

Jan. 2025 - Present

Redesigning the community platform to increase member engagement.

BehavAI

Co-Founder, Product Manager

Nov. 2024 - Present

AI-powered B2B SaaS platform that helps ABA therapy providers automate compliance, scale operations, and optimize therapist efficiency, reducing administrative workload and improving care delivery in a fragmented \$4B industry.

- Automated compliance and data standardization, reducing non-billable administrative workload by **8+** hours per week and improving therapist efficiency by **30%**.
- Enabled ABA providers to scale operations by streamlining intake, session logs, and insurance workflows, reducing regulatory risks and therapist turnover.
- Developed AI-driven analytics to transform unstructured therapy session data into actionable insights, accelerating treatment planning by **5x** and enhancing clinical decision-making.

AdSkate

Consultant

Jan. 2025 - Present

Consulting on an AI/ML platform for ads to optimize campaign performance.

PROJECTS

Biased Beans - Gen AI Bias Reporting Platform

UX Researcher/ Designer (Solo Project)

Aug. 2024 - Dec. 2024

BiasedBeans transforms AI bias reporting into meaningful social change through a reward system. Users learn to identify biases through real examples, earn "beans" for validated reports, and choose which causes to support.

- Conducted UX research using a human-centered design approach, including think-aloud, affinity diagramming, rapid storyboarding, empathy mapping, conceptual modeling, and data synthesis.

LEADERSHIP

CMU Data Science Club

Branding Director, Lead Designer
Outreach Director

Aug. 2024 - Jan. 2025
Jun. 2023 - May. 2024

- Led the design team to create merchandise and social media content.
- Initiated outreach efforts to secure sponsorships and organized guest speaker events featuring companies such as Bloomberg and Perplexity AI.