

 hello!  
**Eli Y. Park**  
Product Manager, CSPO

I am a seasoned product manager with 6 years of experience in product development and design. My expertise ranges from consumer-facing mobile applications, SaaS, to Immersive technologies.

#leanproduct #userexperience #datadriven #resiliant

**PERSONAL INFO**

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213.905.9102

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eli@eliypark.com

**INTERESTS**

DATA & USER PRIVACY,  
CYBERSECURITY, CATS,  
AND CAFÉ DE OLLA

**HARD SKILLS**

FEATURE DEFINITION

AGILE

STRATEGY

DESIGN

ANALYTICS

**SOFT SKILLS**

COMMUNICATION

TIME MANAGEMENT

PROBLEM SOLVING

LEADERSHIP

LISTENING

**EDUCATION**

CALIFORNIA STATE UNIVERSITY  
DOMINGUEZ HILLS -  
B.A. GLOBAL STUDIES  
FULLERTON COLLEGE -  
A.A. ADVERTISING AND  
GRAPHIC DESIGN

**CERTIFICATIONS**

SCRUM ALLIANCE, CSPO -  
EXPIRES DEC. 2020

**Experiences**

2018-09  
PRESENT

**Head of Product, Sr. Product Manager**  
VRENETIC, INC. – ALL PRODUCTS, FULL-TIME

- Acted as a Product Owner and prioritized multi-product backlog for an agile development process (LeSS framework) with 35+ Scrum team members
- Maintained communication and voiced product vision to Data, Customer Service, Visual Design, Sales, and Marketing teams
- Managed implementation of privacy features for GDPR and international rollout of all products while collaborating with internal and external legal teams
- Advocated implementation of OKRs to improve the overall delivery success of the company and on-boarded C-level executives and directors
- Integrated LeSS (Large Scale Scrum) framework into an existing agile development (Kanban) process
- Built company's first product organization increasing productivity to 300% while adding supportive efforts to Sales and Marketing
- Translated strategic visions and perspectives from main stakeholders through executable product roadmaps and PBIs to ensure on-time delivery
- Validated priorities and implementation of PBIs while overseeing the progress of sprints with Scrum teams and Scrum Master

2018-04  
2018-09

**Creative Director, Product Marketing & Design**  
BLMP – EPIK TOKEN, FULL-TIME

- Defined feature improvements and managed the delivery of requirements and assets based on white label product sourced from a partner
- Owned marketing collaterals and product design while managing international vendors in Design, Communication, and Sales

2017-06  
2017-11

**Product Manager**  
VRENETIC, INC. – VRESH, FULL-TIME

- Provided conceptualized product design and definition for high-level vision and alignment of an international team of developers and stakeholders
- Drafted requirements for prototypes designed for feature validation and demo
- Managed communication between QAs, Developers, Stakeholders, and PR representatives on product definition and delivery times
- Accompanied stakeholder at demos to present product features and reviews

2017-05  
2013-11

**Consultant, Product Design and Management**  
FREELANCER – UNDISCLOSED, FULL-TIME

- Designed a working prototype for a VR tourism product while overseeing the product development with multiple project managers
- FREELANCER – CLASHLIFE, LLC, FULL-TIME**
- Define, design, manage and execute the development of mobile applications utilizing third-party development house and marketing vendors
  - Conceptualized both visual and written requirements for products to estimate cost, roadmap, and development planning

**FREELANCER – JETT MEDIA, PART-TIME**

- Consulted on web and mobile applications for product presentations and built go-to-market plans for pitch decks

**FREELANCER – REAPEAT, LLC, PART-TIME**

- Analyzed research outcome to identify the features and visual requirements for a mobile base application for food vouchers and peer-to-peer fund transfer