

PROFESSIONAL EXPERIENCE

Product Manager, AI Change Management – Dental Care

New York, NY

Steinfeld.co

January 2023 – June 2024

- Led seed-stage GTM Strategy for GenAI dental design tool – targeted \$22B dental prosthetics manufacturing market.
 - Acquired 5+ B2B clients by resolving manual legacy operations and expanded initial product into a B2B AIOps platform.
 - Provided on-site support and customer success to treat 500+ patients monthly and processed 30% of patients with AI.
 - Raised \$5M funding in series-A and generated early revenue to validate the product in clinical workflow.
- Owned AI change management initiatives to shorten prosthetics design operation by 90% (from 50 to 5 minutes per patient).
 - Launched and iterated 10+ features such as AI design editor, manufacturing kanban, and patient case dashboard, etc.
 - Enhanced GenAI pipeline performance (Pix2Pix, U-Net, UV Map) with continuous evaluation and improvement post-deployment to increase AI-generated treatment selection by 70%.
 - Triage user feedback and technical constraints to prioritize feature backlog, author PRDs, and design UI/UX wireframes.
- Led remote team in multiple time zones, instituted internal team infrastructure and collaboration platform as the first PM.
 - Drove cross-functional collaboration across 6 developers, 2 ML researchers, 1 designer, and 3 clinical specialists to develop and deploy the product.
 - Launched data analytics dashboard with SQL to track KPIs and A/B tests across the entire application, leveraged data in agile sprints and saved 80+ weekly reporting hours.
 - Built team workspace, dashboard, and reporting protocols to drive product roadmap and agile development life cycle.

Founder, Software & Mechanical Engineer

New York, NY

IoT Smart Home Garden

July 2021 – July 2022

- Founded company and product vision. Built user community pre-launch and conducted 100+ interviews for pricing strategy.
- Recruited team of 3 engineers and 1 designer to launch MVP and file a patent that leveraged IoT and hydroponics technology.
- Led Agile sprints for mobile app (Google IoT Cloud). Enabled remote device control and automated plantcare management.
- Engineered mechanical and electrical components to increase plant growth by 200% and reduce water consumption by 90%.

Digital Product Manager

New York, NY

Freelance

May 2017 – July 2021

- Acquired clients and provided services such as design, branding, web development, and digital operation tool integration.
- Collaborated with diverse SMBs such as the Korean National Lacrosse Team, University of Cambridge Korean Society, Space Hospitality Group, Itaewon Gastropub, Choi's Dental, Noom Commercial Construction, etc.

PROJECTS

Blockchain for Food Delivery

2017 – 2018

- Built a blockchain on IBM Hyperledger for food delivery to eliminate third-party commission fees.

IOT Smart Lock

2018 – 2019

- Prototyped a mobile-app controlled smart lock attachable to an existing mechanical lock.

SKILLS

- **Product:** Strategy & Operations, Agile & Scrum Methodologies, Data Analytics
- **Technical Skills:** Generative AI, Cloud Computing, IoT
- **Development:** Git, Python, SQL, Java, JavaScript, Node.js, React, HTML, CSS
- **UI/UX Design:** Figma, Adobe Suite, User Research, Wireframing & Prototyping

EDUCATION

The Cooper Union for the Advancement of Science and Art

New York, NY

Bachelor of Science in Mechanical Engineering

2016 – 2021

Innovator Scholarship 2016 – 2020