

# Hannah Joo Diaz

Lead, Product Development & Innovation

New York City, NY, United States | [LinkedIn](#)

Beauty product strategist and operator with 6+ years driving innovation from Estée Lauder's Korea Hub to founding a TikTok-trending K-beauty startup, combining deep consumer insights with data-driven product launches.

## EXPERIENCE

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| <b>AI Subject Matter Expert (Beauty)</b><br>Mercor Intelligence<br>Designed evaluation rubrics grounded in the PCCS Color System to assess AI model performance in distinguishing shade nuances and mapping tone attributes to personal color classification. Provided expert annotations on product finish, color payoff, and texture from INCI data, generating training inputs that reduced reliance on physical swatching and strengthened competitive analysis.                                                                     | Oct 2025 — Dec 2025<br><i>San Francisco Bay Area</i>                    |
| <b>Lead, Product Development &amp; Innovation</b><br>Aruen<br>Led end-to-end development of 2 net-new SKUs as sole product owner, from whitespace analysis through formulation strategy, ODM management, and packaging. Drove a strategic product turnaround by realigning messaging with core formula benefits, achieving 2x ROAS increase and >2x month-over-month new customer acquisition without increased ad spend. Developed FDA/FTC-compliant product claims and scoped clinical testing needed to substantiate efficacy claims. | Feb 2025 — Present<br><i>San Francisco Bay Area</i>                     |
| <b>Market Launch, Program Manager</b><br>500 Global, Market Launch<br>Managed ~\$1M budget for an accelerator program by developing budget models and coordinating timelines with cross-functional stakeholders, delivering 8% cost savings while maintaining NPS of 87. Evaluated K-beauty startups across beauty tech categories including AI manufacturing, IoT devices, and oral care by analyzing consumer insights, regional trends, and technological differentiation.                                                            | Jun 2024 — Dec 2024<br><i>Palo Alto, CA</i>                             |
| <b>Project Management (Client: Hyundai Asan Nanum Foundation)</b><br>TheMissingFox LLC<br>Orchestrated a global accelerator program for 20+ startups, facilitating 100+ expert sessions while implementing AI-driven workflows in Notion and Gemini that boosted operational reporting efficiency by 60%.                                                                                                                                                                                                                                | Aug 2023 — Dec 2025<br><i>San Francisco Bay Area</i>                    |
| <b>Product Innovation Strategy (Consulting)</b><br>Klleon<br>Spearheaded US market entry strategies for an AI avatar company by cultivating relationships with key tech partners including NVIDIA and AI Fund, and refining B2B product core features and go-to-market pitch narratives to align with local market needs.                                                                                                                                                                                                                | Aug 2023 — Dec 2023<br><i>Remote</i>                                    |
| <b>Product Manager, MBA Summer Intern</b><br>Chartmetric<br>Leveraged Bandsintown API to analyze touring activity alongside streaming metrics, identifying cross-channel growth patterns integrated into the client-facing touring analytics dashboard. Developed audio-clip-level sound ID filtering that accelerated viral track discovery and delivered granular trend insights for A&R decision-making at UMG, Sony, and Warner.                                                                                                     | Jun 2022 — Sep 2022<br><i>San Francisco Bay Area</i>                    |
| <b>Product Strategy &amp; Innovation, During-MBA Intern</b><br>AMAZE<br>Led comprehensive research on emerging tech (NFTs) using social listening tools and trend analytics, delivering insights that drove a strategic 'No-Go' decision to mitigate commercial risks. Conducted competitive benchmarking of entertainment apps to structure a data-driven pricing strategy for a VR concert platform, establishing a viable monetization model for a new product category.                                                              | Jan 2022 — Mar 2022<br><i>West Hollywood, California, United States</i> |
| <b>Global Product Marketing, Pre-MBA Intern</b><br>HYPERCONNECT<br>Devised and deployed a targeted paid media buy on Disney+ Hotstar to address gender imbalance among dating app users in India, resulting in a 3% increase in female user acquisition. Leveraged SQL and A/B testing to analyze user behavior and optimize ad creatives across Meta, Snapchat, and Google Ads, reducing cost per install by 38%.                                                                                                                       | May 2021 — Jul 2021<br><i>Seoul, South Korea</i>                        |
| <b>Program Innovation &amp; Development, Co-Founder</b><br>PSE (Formerly The Product World)<br>Co-founded a startup learning community in partnership with the Hyundai Asan Nanum Foundation, securing funding and infrastructure during the pandemic. Grew the community from 0 to ~\$90k in first-year membership revenue through community-led monetization.                                                                                                                                                                          | Mar 2020 — May 2022<br><i>Seoul, South Korea</i>                        |
| <b>Product Development Coordinator</b><br>Estée Lauder Companies, Korea Innovation Hub                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Jul 2018 — Jul 2020<br><i>Seoul, South Korea</i>                        |

Supported product development on MAC Powder Kiss Liquid Lipstick by partnering with a leading Korean ODM to refine prototypes across texture, payoff, and shade through final Global and APAC approval. Analyzed consumer research to define region-specific shade assortments across multiple prestige makeup launches including Tom Ford, Too Faced, Becca, and Estée Lauder. Managed pilot batch validation for Cream Compact Foundation and flagged critical scale-up failures that substantiated the strategic decision to cancel the launch.

### Localization Special Project Intern

Mar 2018 — Jul 2018

신세계인터내셔널(Shinsegae International Inc.)

Seoul, South Korea

- Adapted product descriptions for a womenswear brand's Southeast Asian e-commerce marketplace launch, transforming literal Korean-to-English translations into natural, concise copy while ensuring a consistent brand tone and identity.
- Implemented an automation tool to bulk-convert product image titles into platform-compliant formats, reducing manual work and streamlining product uploads.

## EDUCATION

### UCLA Anderson School of Management

Sep 2020 — Jun 2022

Master of Business Administration - MBA in Business Administration and Management

GMAT: 720 (Top 6%); Finalist in Kellogg Design Challenge 2021 (sponsored by Unilever); STEM-designated program

### Ewha Womans University 이화여자대학교

Jan 2016 — Jan 2017

Master's Coursework in Traditional Korean Costume

- Completed 2 semesters; specialized in Fashion Industry (Korean Traditional Costume).
- Teaching assistant for the 'History of Korean Costume' and 'Design of Korean Traditional Costume' courses.
- Awarded 2 teaching assistant scholarships (Fall 2016 and Spring 2017) and 1 merit-based scholarship (Fall 2016).

### Ewha Womans University 이화여자대학교

Sep 2014 — Jun 2018

Bachelor of Science - BS in Clothing & Textiles (Fashion Merchandising & Design)

Two-time scholarship recipient (Academic Merit and Leadership Scholarships)

### Utrecht University

Jan 2014 — Jan 2014

Summer Institute in Modern Dutch Art

One merit-based scholarship covered full tuition.

### Gimpo Foreign Language High School

Mar 2009 — Feb 2012

Student in Japanese

Activities and societies: Habitat

## CERTIFICATIONS

Professional Member, Society of Cosmetic Chemists, California Chapter

Jan 2026

Introduction to Cosmetic Science and Ingredients, Procter & Gamble

Sep 2025

Google Data Analytics Specialization, Google

Aug 2025

Google Project Management Certificate, Google

Nov 2024

Google UX Design Professional Certificate, Google

Apr 2024

Membership Certificate, IxDF - The Interaction Design Foundation

Jan 2023

Python for Data Science: Fundamentals Part I Course, Dataquest.io

Oct 2021

Fundamentals of SQL I Course, Dataquest.io

May 2021

Dale Carnegie Course, Dale Carnegie Training

Jan 2019

Certified Scrum Product Owner (CSPO), Scrum Alliance

Certified ScrumMaster (CSM), Scrum Alliance

Project Management Professional (PMP), Project Management Institute

## SKILLS

Product Development · Product Innovation · Product Management · Research · Business Strategy · Beauty Innovation · Cosmetic Formulation · Market Trend Analysis · Ingredient Research · Color Analysis · TikTok Shop Marketing · Project Management · Program Development · Program Management · Vendor Management · Event Management · Content Localization · Process Automation · E-commerce Optimization · Strategic Planning · Communication · Creative Problem Solving · Emotional Intelligence · Paid Media Advertising · Community Building · Growth Hacking · Localization · Tech Implementation · Creative Operations · Branding · Web Design ·

Stakeholder Management · Cross-Functional Collaboration · Process Improvement · Product Marketing · Strategic Partnerships · Go-to-Market Strategy · Operations Management · Business Development · Human Computer Interaction · User Experience (UX) · K-beauty · Consumer Insights · Formulation Strategy · ODM Management · SQL · Excel · PowerBI · Adobe Creative Suite · Canva · Asana · Google Workspace · FDA/FTC Compliance · Clinical Testing · Brand Positioning · Competitive Analysis · A/B Testing · Paid Acquisition Strategy · AI Tools · Gemini · ChatGPT · PMP Certification · Google Data Analytics · Cosmetic Science · Market Research · Startup Evaluation · Budget Management · Retail Operations