

Hannah Joo Diaz

Lead, Product Development & Innovation

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

Product development leader with 6+ years in beauty innovation, from Estée Lauder's Korea hub to founding a TikTok-trending K-beauty startup. Data-driven operator skilled at turning consumer insights into launches that drive measurable growth.

EXPERIENCE

AI Subject Matter Expert (Beauty) Mercor Intelligence Assessed AI model's ability to distinguish complex shade nuances and map tone attributes to personal color classification using PCCS Color System. Provided expert annotations on product finish, color payoff, and texture from INCI data to generate training inputs and strengthen competitive benchmark analysis.	Oct 2025 — Dec 2025 <i>San Francisco, CA (Remote)</i>
Lead, Product Development & Innovation Aruen Led end-to-end development of 2 net-new SKUs as sole product owner, managing whitespace identification, formulation strategy, ODM partnerships, COGS targets, and packaging. Drove a strategic product turnaround by realigning PDP messaging with core formula benefits, achieving 2x ROAS increase and >2x MoM new customer acquisition without increasing ad spend. Developed FDA/FTC-compliant product claims, scoped clinical testing, and secured a retail pop-up with a premium Korean grocer ahead of launch.	Feb 2025 — Present <i>San Francisco Bay Area</i>
Program Manager, Market Launch 500 Global • Managed ~\$1M budget for an accelerator program by developing budget models to optimize resource allocation and coordinating timelines with cross-functional stakeholders; delivered 8% cost savings without compromising program quality (NPS 87). • Evaluated K-beauty startups across beauty tech (e.g., AI manufacturing, Beauty IoT device, oral care) by analyzing consumer insights, regional trends, and their technological moats, recommending high-potential startups to VC partners for review.	Jun 2024 — Dec 2024 <i>Palo Alto, CA</i>
Founder THEMISSINGFOX LLC Project Management Client: Hyundai Asan Nanum Foundation (Apr 2025 - Aug 2025) (Hyundai-backed NGO for startups) • Orchestrated a global accelerator program for 20+ startups, facilitating 100+ expert sessions while implementing AI-driven workflows (Notion, Gemini) that boosted operational reporting efficiency by 60%. Product Innovation Strategy Client: Klleon (Aug 2023 - Dec 2023) (AI avatar company, backed by NVIDIA and AWS) • Spearheaded US market entry strategies by cultivating high-level relationships with key tech partners (NVIDIA, AI Fund) and refining B2B product core features and go-to-market pitch narratives to align with local market needs.	Aug 2023 — Jun 2026 <i>San Francisco Bay Area</i>
Product Manager, MBA Summer Intern Chartmetric 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 valued by enterprise clients for A&R decision-making.	Jun 2022 — Sep 2022 <i>San Francisco Bay Area</i>
Product Strategy & Innovation, During-MBA Intern AMAZE Led comprehensive research on emerging tech, specifically NFTs, using social listening tools and trend analytics to inform a strategic 'No-Go' decision for new ventures. Conducted competitive benchmarking of entertainment apps to develop a data-driven pricing strategy for the world's first VR concert app, establishing a viable monetization model for a new product category.	Jan 2022 — Mar 2022 <i>West Hollywood, California, United States</i>
Global Product Marketing, Pre-MBA Intern HYPERCONNECT 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 CPI by 38%.	May 2021 — Jul 2021 <i>Seoul, South Korea</i>
Co-Founder PSE 프세	Mar 2020 — May 2022 <i>Seoul, Korea</i>

Co-founded a startup learning community, partnering with the Hyundai Asan Nanum Foundation to secure funding and infrastructure during the pandemic; grew it 0-to-1 to ~\$90k in first-year membership revenue through community-led monetization.

Product Development Coordinator
ESTEE LAUDER COMPANIES, KOREA INNOVATION HUB
Supported product development for MAC Powder Kiss Liquid Lipstick by partnering with a Korean ODM to refine prototypes across texture, payoff, and shade through to global and APAC approval. Analyzed consumer research and trend data to define region-specific shade assortments for multiple prestige makeup launches including Tom Ford, Too Faced, and Becca. Managed pilot batch validation for Cream Compact Foundation and flagged critical scale-up failures that substantiated the decision to cancel the launch.

Jul 2018 — Jul 2020
Seoul, South Korea

Localization Special Project Intern
신세계인터내셔널(Shinsegae International Inc.)

- 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.

Mar 2018 — Jul 2018
Seoul, South Korea

EDUCATION

UCLA Anderson School of Management
Master of Business Administration
GMAT: 720 (Top 6%)
Finalist in Kellogg Design Challenge 2021 (sponsored by Unilever)
UCLA Riordan Program Mentor
Membership: Innovation & Design, AnderTech, Retail Business Association

Sep 2020 — Jun 2022

Ewha Womans University
Bachelor of Science, Clothing & Textiles (Fashion Merchandising & Design)
Recipient of Academic Merit and Leadership Scholarships
Membership: Ewha MD

Mar 2012 — Aug 2016
Seoul, Korea

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 Cetificate, Google

Nov 2024

Google UX Design Professional Certificate, Google

Apr 2024

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 · Pricing Strategy · 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 · Product Strategy · Formulation Management · ODM Management · Shade Assortment · FDA/FTC Compliance · Product Positioning · ROAS Optimization · SQL · Excel · PowerBI · Asana · Google Workspace · Adobe · Canva · ChatGPT · Gemini · PMP · Google Data Analytics · Cosmetic Science · INCI Data · PCCS Color System · A/B Testing · Competitive Analysis · Budget Management · Startup Evaluation