

Sunwook Kim

Product Owner & Founder

Seoul, South Korea | [LinkedIn](#)

6-year product leader with developer and marketer experience, specializing in B2C mobile app growth from MVP to profitability. Currently building Korea's top lock app while teaching product management at Samsung and enterprise partners.

EXPERIENCE

Adviser Ganada (Ddobak Ddobak Inc.)	Jul 2025 — Present
Freelancer - Instructor 스코프랩스	Aug 2024 — Present Ulsan, South Korea
Lead instructor for Python and data analysis bootcamps at Ulsan IT Enterprise Promotion Institute. Also taught Python to Samsung Citizen Developer program and SQL for AI applications at Amorepacific. Known for breaking down complex concepts for beginners using developer and PM perspective.	
대표 (Founder & CEO) 중독연구소	Jul 2022 — Present Seoul, South Korea
Leading a team to build mobile apps focused on digital wellness. Launched 3 apps with 200K cumulative downloads and 18K DAU while generating 4M won monthly revenue entirely without external investment. Secured 57M won in government funding through 2024 Preliminary Founder Package and Ewha Womans University Campus Town programs.	
Product Manager 딜라이트룸 (Alarmy)	Mar 2022 — Jun 2022 Remote
Optimized first-day user activation for Alarmey, a global top-10 alarm app with 80M downloads. Designed push notification strategy to nudge users toward alarm setup, improving Day 1 alarm setting rate by 10% and free trial conversion by 0.2 percentage points.	
Freelancer - Growth Engineer & Growth PM Market Fit Lab	Nov 2020 — Jan 2025 Remote
Designed and executed A/B testing and taxonomy infrastructure for enterprise clients including LG Global Mall, SK Rental, and Myroutine. Conducted user research (UT, IDI) to improve onboarding conversion and systematized growth experiments across multiple touchpoints.	
Growth PM 디어플랜	Oct 2020 — Mar 2022 Remote
Drove growth for Brother Printer website and V Flat mobile scanner app. Redesigned product review placement reducing bounce by 20% and increasing review clicks 12x; improved landing page bounce by 25% through UX/UI overhaul; optimized ad performance reducing CPI by 20%.	
Software Engineer Deer Corporation (디어코퍼레이션)	Sep 2019 — Feb 2020 Remote
Early team member (10th hire) who designed and built admin services for operations team and led website redesign for franchise business.	
육군 병 Republic of Korea Army	Oct 2016 — Jul 2018 37사단

EDUCATION

Korea University Bachelor's degree in Computer Science	Jan 2014 — Jan 2020
CODESQUAD 웹 프론트엔드	— Jan 2019

PROJECTS

Mobile lock app preventing phone addiction with call/SMS-only mode, 잠글시간 (JamGleul)
Identified that existing lock apps failed because users could still unlock and whitelist apps. Built MVP in 2 weeks allowing only calls and texts. Validated strong demand through retention metrics, then iteratively added features like sleep tracking while growing DAU and ad revenue consistently. Proved that solving a clear pain point justifies ads and drives viral growth.
Hashtag recommendation app for Instagram content creators, 태그북 (TagBook)

Discovered users searched 20K+ times monthly for hashtag collections. Built React Native MVP in 2 weeks with tag recommendations and one-tap copy. Launched ad-free to validate core value. Grew to 30K downloads with organic 20%+ weekly growth, proving the pain point was real.

Push notification strategy for first-time user activation, Alarmey - Day 1 Alarm Setup Optimization

As Subscription PM at global top-10 alarm app with 80M downloads, identified that users downloading outside their sleep window often forgot to set alarms. Tested evening push notifications nudging setup. Delivered measurable lift in both activation and premium trial conversion.

SKILLS

javascript · React.js · 자바스크립트 · Python · React Native · Flask · Front-end 개발 · Web Development · Start-ups · Product Management · Mobile App Development · MVP Launch · Growth Strategy · User Retention · App Monetization · A/B Testing · UX Research · SQL · Data Analytics · Google Sheets · Figma · App Marketing · ASO · Paid Acquisition · Push Notifications · Subscription Models · Global Product Strategy