

Daniel Choi

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EDUCATION

University of California, Davis

December 2023

Bachelor of Arts in English, Minor in Sociology

PROFESSIONAL SUMMARY

Product-minded professional with 2+ years of experience across product management and Agile delivery, including end-to-end ownership of a digital product from discovery through launch. Skilled at turning performance data into product decisions: grew signup conversion 203% and optimized a discovery-to-payment user journey to ~\$27 profit per user. Experienced translating business requirements into clear user stories and acceptance criteria, and partnering with cross-functional and engineering teams to keep delivery on track. Proficient in Excel and comfortable working with structured data to support product strategy and roadmap decisions.

SKILLS

Product Development & Discovery: Product Requirements & User Stories, Roadmap Support, Discovery & Concept Validation, Cross-Functional Stakeholder Collaboration

Data Analytics & Reporting: KPI Tracking (Conversion, Activation, Revenue, CTR, CPC), Funnel & Performance Analysis, A/B Testing, Microsoft Excel (Advanced)

Agile & Delivery: Backlog Management (Jira), Sprint Planning & Backlog Refinement, Release & QA Coordination

AI Literacy: Claude (Anthropic), Cursor, daily AI-assisted writing and coding workflows

EXPERIENCE

Product Manager

July 2025 – June 2026

ISMP Korea

Seoul, South Korea

- Led end-to-end development of a college English-learning product ("Miyoungka"), from user research and concept validation through launch
- Analyzed user research and growth experiment data across acquisition channels, iterating on messaging and UX to lift signup conversion 203%
- Mapped and optimized the end-to-end user journey from discovery through signup and payment, contributing to measurable revenue growth (~\$27 profit per user)
- Partnered with cross-functional teams to align go-to-market messaging with user needs, driving initial adoption of the new program
- Monitored performance metrics (CTR, CPC, impressions) across a \$1,260 paid Instagram campaign, iterating on creative and targeting to improve efficiency

Scrum Master & Technical Writer

March 2024 – May 2025

Leidos

Berkeley, CA

- Translated ambiguous business requirements into detailed Jira stories and acceptance criteria, enabling efficient execution by engineering teams
- Facilitated sprint planning, daily standups, sprint reviews, and retrospectives, plus backlog refinement and prioritization for a cross-functional team
- Collaborated with developers and QA teams to validate feature quality and ensure release readiness across multiple systems
- Coordinated across stakeholders, developers, and business teams to keep priorities aligned within a dynamic project timeline

Financial Aid Assistant

March 2021 – September 2021

UC Davis Financial Aid Office

Davis, CA

- Assisted 200+ students weekly via phone, email, and in-person support, ensuring timely and accurate resolution of inquiries
- Streamlined ticket handling and request flow by prioritizing tasks and maintaining organized, structured documentation