

Kwantae Kim

김관태

Product Business Leader

iamkwantaekim@gmail.com

LinkedIn · linkedin.com/in/kwantae-profile

iamkwantae.pro

PROFESSIONAL SUMMARY

I began my career in design and UX. Today I use customer behavior and business data to set priorities across product, content, CRM, and pricing, then run the business unit so different functions can deliver toward the same goal. More recently, I have connected recurring research and planning through AX while extending my scope across growth, monetization, and execution systems.

EXPERIENCE

From designing screens to leading a business unit.

2021.08 - Now

UN7QI3 · FORCETELLER

Seoul, Korea

Product Business Lead

- Lead a 10-person FORCETELLER business unit organized into two guilds. Set shared priorities across product, marketing, CRM, merchandising, operations, partnerships, data, customer support, and design.
- Managed KPIs for a service with 400K+ average monthly logged-in users and 1M+ annual payments in 2025. Broke revenue changes into monthly paying customers and average revenue per paying user (ARPPU) to set the next priorities.
- Redesigned a first-purchase package with the team into a KRW 1,900-9,900 range for new and early-stage customers. Comparing the preceding week with the first four weeks after, average weekly package purchases rose from 173 to 399 and weighted conversion from 5.38% to 8.75%. The operating figures also include purchases by existing customers.
- Launched a reactivation package with the team for the 3-89 existing-customer segments. From March 19 to 29, 2026, it recorded 1,971 purchases and a 16.61% weighted conversion rate based on weekly unique viewers.
- As part of the high-level strategy work for Live Demand, I defined the product assortment and guided card format; the team delivered the posts, product shelves, event pages, and CRM. Across adjacent weeks around the change, GA purchase events within five minutes of a post interaction increased from 199 to 660.
- Launched 39 ASO updates with the English-language service team: 29 on Android and 10 on iOS. In the H1 2025 comparison, Android install conversion from store-detail-page views was 16.3% to 33.4%.
- Make pricing, discount, budget, and priority decisions in weekly executive reviews. Run on a two-week release cadence, then review outcomes and assumptions at Weeks 2 and 4.
- Connected Claude Code and Notion to automate weekly competitor research, marketing analysis, six ad briefs, and production prompts. People review the output before production and campaign execution; the workflow has operated for six months.

2020.02 - 2021.07

SurveyMonkey

San Mateo, California

Lead Visual UX Designer

Marketing Design System · Global Web Experience

- Led the Marketing Design System so designers, engineers, and web product managers could create a consistent, positive brand experience across global web pages.
- Owned the design, documentation, and evolution of the system, and brought the newly established Momentive brand into the global web experience.
- Managed two designers, providing feedback through 1:1s and overseeing schedules and performance.

EXPERIENCE

2017.02 - 2020.02

SurveyMonkey

San Mateo, California

Sr. Visual Designer

Marketing Design System · Market Research Solutions

- Led design for the Marketing Design System and the Market Research Solutions (MRX) product.
- Designed the end-to-end MRX experience, from user flows and low- and high-fidelity wireframes through visual and interaction design, prototyping, user testing, engineering collaboration, QA, and post-launch data-informed improvements.
- Designed the MRX Early Access Program (EAP) teaser and launch experience, supporting 150+ customer registrations that later led to paid conversions and contracts.
- The MRX product portfolio accounted for 28% of company-wide revenue in 2021 and became a core growth business.

2013.06 - 2017.01

SurveyMonkey

Palo Alto, California

Designer

Brand · Campaign · Web Design

- Designed market research reports and eBooks from concept through execution for distribution on LinkedIn, SlideShare, and media channels.
- Designed and coded newsletters, email promotions, advertising, sales materials, and landing pages for B2B and B2C campaigns.
- Optimized visual design and localization support across global web pages and marketing campaigns, contributing to higher traffic and sign-up conversion.

2012.02 - 2013.06

Olive Media

San Francisco, California

UX/UI Designer

- Designed the Olive One web experience and delivered HTML/CSS implementation and engineering QA.
- This role taught me to go beyond the interface: to implement the work myself and stay involved through engineering QA.

CAPABILITIES

Product strategy, growth, monetization, and cross-functional leadership.

Product Business

Product strategy
Monetization
Pricing & promotion
Portfolio prioritization

Growth

Acquisition & ASO
Activation
Personalization
CRM & retention

Leadership

Cross-functional delivery
Decision rights
Executive communication
Operating cadence
AI-enabled workflows & agents

EDUCATION

Academy of Art University, San Francisco
New Media and Web Design, 2013

TARGET ROLES

Head of Product & Growth
Product Business Lead
BU Lead · GM Track