HONGBEE PARK

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SUMMARY

Product Manager and 4x founder with 8+ years shipping ambitious products at scale—from a 30M-user fintech platform to a government system serving 52M citizens. Hands-on experience evaluating frontier LLMs and identifying model behavior failure patterns across 45+ systems at Scale AI. Proven ability to identify nascent research that could become transformative products, synthesize user insights into actionable requirements, and ship new product categories that earn user trust.

EXPERIENCE

Model Behavior Growth Intern, HLE Research Team
Scale AI · San Francisco, United States   May 2025 – Sep 2025

- Identified recurring reasoning failure archetypes in frontier LLMs—including keyword fixation, evidence fabrication under abstract reasoning, and sycophantic compliance—synthesizing findings into prioritized behavioral improvement roadmaps across 45+ models.
- Developed a model behavior taxonomy classified by failure type, cognitive complexity, and trigger conditions—enabling systematic triage that accelerated the path from research insight to production-ready model improvements.
- Redesigned the evaluation platform workflow—defined prompt quality archetypes, built rubric-based validation with inline guidance, and created feedback loops flagging off-standard prompts with revision suggestions—standardizing evaluation quality across human evaluators.

Lead Product Owner
Toss · Seoul, Korea · Promoted across 4 teams to youngest Domain Leader   Oct 2020 – Nov 2024

- Seconded as Product Lead to Korea's Digital Platform Government—consolidated 300 apps into a unified system (vaccine QR verification, digital tax, relief fund distribution) for 52M citizens; navigated ambiguity across presidential and ministerial stakeholders. Awarded Government Commendation for Excellence by President.
- Achieved 85% MoM retention on a 30M-user platform by synthesizing vague user feedback into actionable behavioral segments—designed sequenced onboarding per cohort and context-aware re-engagement, proving that understanding user behavior drives retention more than feature capability.
- Led vision, strategy, and execution across a 50+ member multi-silo domain—drove 15M+ user inflow and +1M MAU in one year through referral-driven acquisition and cross-activation loops, with end-to-end ownership of product roadmap, OKRs, and priorities.

Product Manager, E-Commerce Division
LG Corp · Seoul, Korea   Jul 2017 – Oct 2020

- Launched Korea's first ML-based virtual fitting service—partnered with a Berlin AI research team to productize lens body-scanning with ML rendering into a consumer try-on experience; extended the product line with LG Electronics and showcased at CES.
- Synthesized user insights from systematic VOC analysis into 130+ product improvements—reduced inquiries per order from 15% to 5% and generated $770K in monthly revenue through data-driven iteration.

RESEARCH & VENTURES

Project: Kairos (Cultural Benchmark RL) — Founder
2025 – Present

- Identified a latent gap in AI agent-user interactions and built a product from nascent behavioral research—designing a framework that defines when AI should communicate, adjust tone, intervene, or hold back based on user context and social dynamics.
- Developing behavioral boundary definitions, measurement criteria, and failure case taxonomy for model-user interactions—directly applicable to alignment and model behavior product design.

Medly — Founder
2024 – 2025

Multimodal AI pharmacist agent for personalized OTC guidance; 1st Place, MIT PathCheck Global AI Health-Tech Competition, Fundraising

ChoLab — Founder
2025

Portable cholera detection device ($1,000→$10/test, 97% accuracy); Dubai Prototypes for Humanities Top 100, iF Awards Finalist

AIRQUA — Founder
2024

Atmospheric water generator for disaster relief (300ml/hr); Harvard President's Innovation Challenge 1st Winner

EDUCATION

Master's in Design Engineering
Harvard University   2024 – 2026

Coursework: AI for Social Impact, AI Venture Studio, Modeling: Multi-Modal AI
Teaching: Product Management, Design & Technology of Interactive Systems (HCI)

B.BA in Business Administration & B.S. in Textile Engineering
Sangmyung University · Seoul, Korea · Summa Cum Laude   2014 – 2018

INVOLVEMENT

Campus Ambassador, *Anthropic*   2025 – Present
Organized hackathons with newly released Claude models, gathered structured user feedback on Claude's behavioral strengths and gaps, and communicated Claude's product differentiation to 200+ students and researchers.

President, *Harvard XR*   2024 – 2025
Led Harvard's largest student organization (60 members, 600+ attendees); managed budget and sponsorships.

SKILLS

Python, SQL, Tableau | LLM Evaluation, Prompt Engineering, Model Behavior Analysis | Korean (Native), English (Professional)