# Byungyoung "Calix" Park

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**PRODUCT OWNER · 2× FOUNDER, BOTH ACQUIRED**

Product Owner who defines the problem, writes down the decision, and sets the bar a release has to clear before it ships. Two companies founded and sold, two stints as CTO, and now owning a go-to-market product from discovery to monetization. Close enough to the build to prototype and ship myself.

## EXPERIENCE

**CURI AI** | **Product Owner**

Jan 2026–Present | Seoul

- Own product at an early-stage startup that turns go-to-market into software for K-Beauty brands entering the US, building the retention and conversion of their users into the product. Took it from problem definition through launch and monetization. Customer interviews surfaced the first pain, consumer research that is expensive and slow, which I defined as two measurable targets: cost and turnaround.
- With AI-run consumer research, cut research cost by **90%+** and turnaround by **80%+** versus traditional methods. Multilingual in-depth interviews for an enterprise client went from **one quarter to one week**.
- Took a new SaaS from zero to production within nine months of joining. Designed payments, security-certification readiness and unit costs before launch, so it was sellable from day one at **90%+ gross margin**.
- Set a hypothesis and success metric for every feature before building it. Our in-house AI judgment model beat an external solution by **12 points** on accuracy; a feature that showed no purchase-conversion lift in A/B testing did not ship. This metric-led prioritization contributed to the company turning profitable.
- Fixed release bars up front and blocked my own release when it missed, with a "blocked" state that kept the regression on the roadmap. Also launched **Channel** (brand marketing automation) and **CUNNECT** (team business cards).

**Xitst** | **Chief Technology Officer**

Jan 2025–Dec 2025 | Seoul

- Led product and engineering for an AI platform that reads vital signs and emotional state from a face camera. Took it from web to desktop, mobile and a Figma plugin, and shipped an AI work assistant and a collaborative whiteboard.
- Spotted that lab benchmarks overstated performance on real, compressed camera video, and retrained for real conditions. Published before and after numbers side by side so the headline figure could not pass as field results.

**Lingora AI (Market Designers)** | **Software Developer — University Co-op**

Sep 2024–Dec 2024 | Seoul

- Interviewed tutors and analyzed usage logs to find three bottlenecks in the content tool. Redesigned the content taxonomy, cut form fields 40%, and shipped behind an A/B test: learning efficiency up 20%, usability evaluation 85.
- Moved AI feedback generation in-house so the team could tune feedback quality directly; inference cost fell as a side effect.

**Paik** | **Co-founder & CTO — Acquired**

Jun 2019–Jan 2021 | Seoul

- Took a real-estate platform for foreign residents in Korea from 0→1. Validated demand through field interviews with residents and agents, cut the MVP to matching plus live chat, recruited the first five agents and iterated listing flows on their feedback. Sold my equity in 2021.

**OSOF** | **Co-founder & CEO — Acquired**

May 2016–Nov 2018 | Gwangju

- Founded and ran a youth software-education business for 2.5 years, building acquisition, curriculum, operations and school partnerships. Launched an IoT anti-theft product with its own app, won the 2016 regional startup competition with it, and sold the patent after grant. Sold the business in 2018.

## SKILLS

- **Product**: Problem framing & user interviews, hypothesis-driven roadmaps, A/B testing, PRDs & decision logs, release criteria, 0→1, GTM
- **Technical fluency**: Hands-on with AI/LLM products; can prototype and ship (TypeScript, Python)

## EDUCATION & HONORS

- **Korea University** — B.S., Computer Science and Business Administration · 2019–2025
- **Company Of the Year** — Regional winner, 2016 startup competition
- **National Robotics Award** — 1st Prize, FIRST Tech Challenge · **FIRST Scholarship**, Qualcomm
- AI guest lecturer at Korean high schools — 20 sessions, 2025–2026