



Kyu Kyung

Product Leader & Entrepreneur

Experienced product leader with entrepreneurial drive and a track record of driving revenue growth, building successful B2B and B2C products, and leading product management and design teams in Silicon Valley startups. Specializes in building O-1 products, skilled in both strategic thinking and hands-on delivery, and committed to user needs throughout all stages of product development. Mentors and empowers others with the goal of building high-functioning teams.

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Languages

- English
Professional working
- Korean
Elementary

Education

- University of California, San Diego
Bachelor of Arts, Psychology
- Product-Led Growth Certified
ProductLed

Experience

- Jan 2025 - Present

San Francisco

Head of Product
Lunum

Lead product strategy, management, and design for a platform that quantifies the financial ROI of workforce investments. Drive execution from concept to iteration, enabling organizations to reduce costs, improve performance, and deliver measurable social impact. Provide trusted impact verification to mitigate risk and enhance brand, financial, and community value.
- Jul 2024 - Sep 2024

San Francisco

Consultant
Roadrunner Venture Studios

Partnered with Roadrunner Venture Studios to shape an Energy Analytics Platform for commercial properties, focused on cost savings and carbon reduction. Led product discovery to uncover customer pain points and business opportunities in energy monitoring and analytics. Optimized data models to drive energy efficiency and delivered a proof of concept to validate feasibility and impact at scale.
- Jul 2023 - Jun 2024

San Francisco

Entrepreneur in Residence
Bootstrap Labs

Led customer discovery using Design Thinking and the JTBD framework to inform product design and strategy. Developed data models for a Virtual Energy Assessment method used to support large-scale building decarbonization. Created wireframes, mockups, and UX artifacts, including personas and journey maps. Built and tested prototypes in Figma and Framer to validate concepts with customers and partners.
- Jul 2014 - Dec 2022

Burlingame

Head of Product
Guild Labs

Developed a B2B SaaS platform used by innovation teams at Fortune 500 companies including enterprises like Pfizer, AstraZeneca, BNY Mellon, and KPMG to align startup technologies with business goals. Led product design efforts and built scalable systems to support product expansion and consistency. Recruited and mentored a remote product team across the U.S. and South America. Owned roadmaps, OKRs, KPIs, and cross-functional collaboration focused on user-driven insights.
- Feb 2012 - Present

San Francisco

Co-Founder & Advisor
Mrs. Patel's

Co-Founder and advisor for an Ayurvedic-inspired brand serving hundreds of thousands of mothers with handcrafted lactation and pregnancy products. Led branding, market positioning, packaging, and website design, and developed marketing strategies across search and social platforms driving strong engagement and generating millions in revenue.
- Nov 2005 - Jun 2014

San Jose

VP Platform & Operations
Boulevards New Media

Scaled media platform to 150+ local properties, increasing efficiency 4x. Recruited, trained, and managed 40 employees and 60+ freelancers, creating scalable talent acquisition processes to produce hundreds of local content pieces weekly. Drove 10x user growth and 600%+ YOY revenue increase by identifying market opportunities and executing growth and retention strategies with the CEO and executive team.
- Sep 2000 - Oct 2005

San Francisco

Co-Founder and President
SF Station

Conceived and designed the branding and market positioning for one of the first local online media companies in the nation which grew to rival local newspapers reaching tens of thousands of users per day. Led product design and development of a crowdsourcing platform enabling event promoters, businesses, and advertisers to engage audiences, boosting revenue 300%+ YOY. Managed the merger and acquisition of SF Station into Boulevards New Media.

Skills

Product	Product Strategy	Product Management Product Roadmap	Data Analysis	Market Research User Research
Core	Communication Collaboration Leadership	User Empathy Adaptability Prioritization	Creativity Problem Solving Attention to Detail	
Design	UI/UX Design Responsive Design	Information Architecture	Wireframing Prototyping Testing	Design System
Methodologies	Produce Led Growth	Design Thinking JTBD Framework Agile Methodology	Scrum SAFe Framework Shape Up Method	
Tools	Figma Framer Sketch	Photoshop Illustrator Amplitude	MixPanel Hotjar Shortcut	Notion Jira Trello