ZOE CHOI

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SUMMARY

Product Lead at Vireon Labs who owned the evolution of Ori, a flagship LLM research tool, into Ori Optic, its next-generation deep-research product, and **moved answer relevance from ~65% to ~92%**; took a launch from PRD through go-to-market at Samsung Electronics America. Builds roadmaps from what users say and what their query logs show, then measures what ships, including a cohort experimentation program that **lifted feature adoption 20%**. Ships working prototypes with **Claude Code, Codex, and Cursor**; fintech grounding from co-ops at JPMorgan Chase and Brown Brothers Harriman.

EXPERIENCE

Samsung Electronics America — Englewood Cliffs, NJ

Product Manager — Jan 2025 – Apr 2026

- **Owned feature roadmaps across 5 product lines and shipped 5 initiatives on the ordering and inventory platform used by Samsung's retail and channel partners**, scoping MVPs and running sprint planning with engineering.
- **Set the funding sequence for competing initiatives, surfacing $100K+ in savings**, by building cost-benefit business cases and presenting the trade-offs to senior leadership.
- **Cut planning errors 10%+ across Strategy, Finance, and Supply Chain** by running a cross-functional root-cause analysis with the risk and controls teams and building preventative controls into the planning workflow.
- **Raised forecast accuracy 23% by instrumenting product-usage and KPI data into scenario models**, giving executives a Power BI view to plan against.

Product Lead — Sep 2024 – Jan 2025

- **Took a $100K+ product launch from PRD through go-to-market planning**, writing the user stories and cost model that leadership used to allocate the budget.
- **Delivered a data migration to Samsung's in-house planning platform at 99% on-time** by writing the acceptance criteria in Jira and Confluence that engineering built against.

Vireon Labs — New York, NY

Product Lead — Ori Research & Ori Optic Deep Research — Sep 2023 – Sep 2024

- **Led product for Ori's research surface, evolving its query function into Ori Optic Deep Research and shipping 10 features** over 12 months as the surface's product owner.
- **Ran user discovery, pairing 15 tester interviews with SQL mining of 10K+ real user queries** to find the questions users could not get answered, and turned them into the prioritized backlog behind Optic.
- **Raised Ori Optic answer relevance from ~65% to ~92% (premium tier)** by running a testing and evaluation (T&E) loop over the mined query corpus and iterating prompt design, retrieval grounding, and reasoning depth.
- **Lifted feature adoption 20% and cut validation time 30%** by designing a cohort-based experimentation framework across 127 beta testers and 11 cohorts.
- **Shipped citation verification on Ori's answers so every source a user sees is real**: attribution moved to the backend, each citation tied to its retrieved documents, and an answer-time check blocking unverified sources.

EARLIER EXPERIENCE

Revenue & Analytics Manager — General, Cosmetic, & Implant Dentistry Corp. — Oct 2022 – Aug 2023

Finance & Risk Analytics Co-ops — JPMorgan Chase, Brown Brothers Harriman, Twenty Acre Capital — 2019 – 2022

- Built Twenty Acre Capital's first centralized risk database and automated it in Google Apps Script.

TECHNICAL SKILLS

LLM & AI Product: Large language models (Anthropic Claude, OpenAI GPT), prompt engineering, retrieval-augmented generation (RAG), fine-tuning vs. prompting decisions, LLM-as-judge and human-graded evals, embeddings & vector search, agent orchestration, Model Context Protocol (MCP), inference cost management

Product Craft: Product Strategy & Roadmapping, Prioritization Frameworks (RICE, MoSCoW), User Interviews & Discovery, Experiment Design & A/B Tests, OKRs, Requirements & Spec Writing, Acceptance Testing (UAT), Wireframing & UX Flows, Funnel & Retention Analytics, Scrum / Agile Delivery, Stakeholder Alignment & Executive Communication

Focus Areas: AI Product Management (LLM Products, Evals & Guardrails), Zero-to-One Product Development, Fintech & Financial Services, Data-Driven Iteration & Unit Economics, Rapid Prototyping & Iteration Velocity, Retail Investing & Research Products

Builder Tools: Claude Code (advanced), Codex, Cursor, Bolt, Claude Cowork; custom MCP servers, reusable prompt libraries, AI-generated artifacts

Data & Engineering: SQL on Postgres and Supabase; Python with FastAPI; TypeScript, React, and Node.js; REST API design; AWS; Git/GitHub; command-line tooling; Tableau, Domo, Alteryx, Amplitude, Advanced Excel; Jira, Confluence, Figma, Linear, Notion

EDUCATION & CERTIFICATIONS

B.S. Business Administration, Finance — Drexel University | GPA 3.70, Magna Cum Laude — Jun 2022

Anthropic Academy — MCP, API, AWS, Agent Skills — Sep 2026

JPMorgan Chase & Co. — Greenbelt Certification of Automation — Mar 2020