

SEOYOUNG (CLAIRE) PARK
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SUMMARY

Principal Product Manager specializing in product-led acquisition and scalable growth systems. Drove millions of new user entries by identifying and scaling high-intent product entry channels through experimentation and SEO-aligned use cases. Built the foundational experimentation model and led 100+ growth experiments. Former founder experienced in building and scaling from zero.

EXPERIENCE

ADOBE (*Team: Adobe Express*) **San Francisco, CA**
2021 - Now
Product Manager → Senior Growth PM → Principal PM, Growth

Principal Growth Product Manager – Top-of-funnel & Activation **Jun 2025 – Now**

- Own end-to-end top-of-funnel growth strategy driving millions of new user entries across desktop and mobile surfaces; define funnel KPIs and shape roadmap investments to enable early value discovery and intent-based engagement.
- Translate competitive insights and acquisition patterns into cross-team roadmap priorities, aligning SEO, PMM, and product investments around high-performing entry channels.
- Lead cross-app entry initiatives (Acrobat → Adobe Express and Photoshop Express → Adobe Express) to convert suite-driven traffic into scalable product-led acquisition.
- Led LLM discoverability and activation experiments to maintain competitiveness in an AI-driven search and creation landscape.

Sr. Growth Product Manager – New User Success **Aug 2022 – Jun 2025**

- Led 100+ experiments across signup, onboarding, and editor flows; defined activation KPIs and scaled a high-velocity experimentation culture across the team.
- Launched high-impact top-of-funnel initiatives including logged-out editor and frictionless Quick Actions (Embedded lightweight editor), identifying and scaling high-performing entry patterns that contributed to 2M+ MAU growth.

Growth Product Manager – Engagement **Jul 2021 – Aug 2022**

- Established the growth discipline as the first Growth PM; built and scaled the experimentation operating model and data infrastructure, enabling team expansion from 2 to 50+ members.

ADOBE (*Team: Adobe Spark – Now Adobe Express*) **San Francisco, CA**
2020
Growth Marketing Manager MBA Intern

- Analyzed user engagement patterns, conducted multiple analyses in Amplitude with extensive user research, and suggested preliminary Engagement strategy and success KPI

LIVEO (*Live Streaming Social Media App*) **Seoul, Korea**
2016 - 2019
Co-founder

- Led a team of seven to launch and operate a global live-streaming social media app used in 50+ countries; users streamed a total of 18K hours of content, and 25% of users streamed six times per week
- Analyzed user behavior through qualitative and quantitative data, improving product strategy and user retention

WEGENERATION (*Celebrity Charity Crowdfunding Platform*) **Seoul, Korea**
2012 - 2015
Co-founder

- Launched an online crowdfunding service that hosted 150+ charity campaigns featuring 100+ Korean celebrities; raised \$600K in donations for 100+ non-profit organizations including Red Cross, World Vision, and Save the Children
- Spearheaded the marketing efforts with viral Facebook posts and YouTube videos featuring Korean celebrities

EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business **New York, NY**
May 2021
Master of Business Administration
Recipient, Glenn Okun Faculty Scholarship (full-tuition, merit-based)

SUNGKYUNKWAN UNIVERSITY **Seoul, Korea**
August 2015
Bachelor of Business Administration