

JI HYUN KIM

PRODUCT MANAGER

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Languages: German (C2) | English (C1) | Korean (C1)

SUMMARY

Product Manager with 4+ years in product, building regulated, high-stakes products end-to-end, from customer discovery to shipping and commercial impact. As sole PM for Energieausweis48, Germany's leading digital energy certificate platform, I work directly with a small engineering team to turn complex regulatory and bureaucratic processes into simple, automated workflows: I owned the product response to the DIN V 18599 update (–60% turnaround), shipped an AI feature for energy advisors (–18% issuance time) and redesigned pricing for 30% YoY revenue growth. My UX research background helps me look past feature requests to the root problem, and I build hands-on with AI tools in my own projects.

PROFESSIONAL EXPERIENCE

Product Manager

Mar 2024 - Present

ImmoScout24/Energieausweis48 - Berlin

Germany's leading digital energy certificate platform, a regulated B2C/B2B product processing certificates at scale. Sole PM, working directly with a small engineering team.

- **Regulatory process automation:** Owned the end-to-end product response to the DIN V 18599 regulatory update, translating a national regulatory change into automated, compliant certificate processing and reducing turnaround time by 60%
- **AI product:** Shipped an AI feature comparing historical and current energy certificates for energy advisors, standardizing a manual operational workflow and cutting issuance time by 18%
- **Customer discovery & experimentation:** Built a cross-functional feature directly from customer pain points, lifting conversion by 11%; ran structured A/B tests owning hypotheses, success metrics and rollout decisions
- **Pricing & commercial strategy:** Redesigned the pricing model and product offering based on market and competitive economics, contributing to 30% YoY revenue growth
- **B2B partner integrations:** Scoped and prioritized B2B API integrations with ImmoScout24 to expand partner distribution and market reach
- **Platform reliability:** Led refactoring initiatives with engineering to monitor and improve platform performance, reducing error rates by 19%
- **Data protection:** As Data Protection Coordinator, aligned legal, technical and commercial stakeholders on GDPR-compliant product decisions

UX Researcher (Junior → Professional)

Apr 2022 - Mar 2024

ImmoScout24/Vermietet.de - Berlin

- **Customer discovery:** Led product discovery across multiple squads through user interviews and usability testing, uncovering root problems in real operational workflows and contributing to a 13% uplift in satisfaction scores
- **Market & competitive benchmarking:** Ran competitive market analysis that informed strategic roadmap priorities
- **Cross-functional alignment:** Facilitated workshops between Business and Tech and supported the integration of Vermietet.de into ImmoScout24

Earlier experience: Founder's Associate | T-rtle · Business Development | Tomorrow · UX Research | DKB Code Factory

HANDS-ON AI PROJECTS

- **USC Workout Map:** Building a PWA end-to-end with Claude Code as coding agent (React, Supabase, MapLibre, Web Push) to coordinate Urban Sports Club sessions in a Berlin friend group, from scoping to milestone delivery
- **Brand Ethics Checker:** Built and delivered an AI-powered browser extension for Vinted as a portfolio project
- **Portfolio website:** Designed and built my PM portfolio with Claude Code (React), deployed via Vercel

EDUCATION

MSc Behavioral Economics

Aug 2020 - Aug 2021

Erasmus University Rotterdam

BSc Business Administration & Economics

Apr 2016 - Jul 2019

Goethe University Frankfurt