Joon Yoon

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EDUCATION

Stanford University, Stanford, CA
M.A. and Ph.D. in Economics, 2014 and 2021
· Concentrations: Industrial Economics, Corporate Finance, and Entrepreneurship & Innovation
Northwestern University, Evanston, IL
B.A. in Economics, **Mathematics**, and **Mathematical Methods in Social Sciences**, 2012

SKILLS

· **Languages & Aptitudes**: Python (Pandas, NumPy, Scikit-Learn, Statsmodels, PySpark, etc.), SQL, Stata, Matlab, R, C, Go, Solidity, JavaScript/HTML/CSS, Vue, Git, Databricks, Tableau
· **Machine Learning**: regression (linear, trees, neural nets, etc.), classification, clustering
· **Empirical Economics**: causal inference, structural models, quantitative marketing, experimentation

PROFESSIONAL EXPERIENCE

Economy Design Lead/Economist (Contract) at *The Sandbox*, April 2024 - Present
· Led **product management** for game mechanics, economy, and monetization of web3 games/platform

Senior Economy Designer/Economist at *Pixelberry*, Los Altos, CA, March 2023 - March 2024
· Led **product management** for the economy/monetization features of interactive story game and UGC platform and data initiatives, aimed at improving conversion/retention and ensuring stable economies
· Led the design and analysis of **surveys**, **A/B testing**, and **measurements** to extract insights from heterogeneous responses and treatment effects, guiding product features, live ops, and monetization
· Created dashboards to monitor game economies and user behavior, facilitating data-driven decisions
· Developed user **cohort & behavior analytics** frameworks and **churn prediction** models to derive actionable insights, leading to increased conversion, improved retention, and enhanced user experience
· Led **feature engineering**, improving data quality, and **clustering** and **dimensionality reduction** for user **segmentation** and **personalization**, enhancing marketing/UA, reengagement, and retention
· Led data-driven **IAP pricing**, **financial modeling**, and **forecasting** to support strategic decisions

Economist at *Alloy* and *Reach*, Boston, MA, March 2022 - March 2023
· Led **product management** for the design of monetization and incentive models; the mechanics of tokens, NFTs, and smart contracts; tokenomics; and web3 gaming platform and marketplace
· Collaborated with producers, designers, and engineers, resulting in successful MVP/beta launch
· Led data science initiatives in data pipelines, data dashboards, **prescriptive analytics**, and **pricing**
· Led **financial modeling**, **forecasting**, and data-driven decision support in marketing and fundraising
· Advised indie gaming studios on monetization and economy design, fostering stronger partnerships

Data scientist at *Retina AI*, Santa Monica, CA, September 2021 - January 2022
· Diagnosed and improved product pipelines in **feature engineering** and **recency, frequency, & monetary value (RFM)**, **dimensionality reduction**, **clustering** and other statistical models
· Automated internal model training (**param tuning** & **cross-validation**), leading to higher efficiency
· Developed and productized **cohort analysis** using Gelbach decomposition to disentangle the impact of consumer attributes on cohort heterogeneity in purchase patterns, garnering positive client feedback
· Developed and productized **feature selection** (**Lasso** and **boosting trees**) to identify the relative importance across consumer attributes in explaining **Customer Lifetime Value (CLV)**

ACADEMIC RESEARCH

"Venture Capital Investment and the Role of Traction: Evidence from Mobile Entrepreneurship," 2021
· Studied **causal inference** in VC's investment decision and dynamics with **panel data** of startups
· Estimated **hazard model** with **control function approach** (**instrument var, MLE, bootstrap**)
· 2018 *Kauffman fellowship* (top 15 entrepreneurship dissertations), 2017 *Shultz fellowship* (Stanford)

"Relative Performance Evaluation in CEO Turnovers," 2018
· Studied **causal inference** in corporate board behavior, the evaluation and turnovers of CEOs
· Devised novel **quasi-experimental** approach and estimated **2SLS** regressions (**instrument var**)

"Monetization Strategy Innovation in the Mobile Application Market," 2016
· Examined adoption tendency and impacts of mobile app's novel monetization strategies