

Sungwoo David Park

PRODUCT LEAD – FOUNDER, CARMATE CAMBODIA

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PROFILE

Founder and product lead who designed, built and ran Carmate, Cambodia's one-stop marketplace for new and used cars, from zero for six years: four products and a two-sided platform covering every official car brand in the country. Trained in architecture at the Bartlett (UCL) and worked on the London Bridge Station redevelopment at Grimshaw, I bring systems thinking, design depth and hands-on engineering to product decisions. Looking for a product lead role in marketplaces, fintech or consumer platforms for emerging markets.

6 yrs FOUNDER & PRODUCT LEAD	4 PRODUCTS DESIGNED FROM ZERO	100+ DEALERS, PLUS EVERY OFFICIAL BRAND	\$36K YEARLY COST CUT BY TAKING OVER DEV	~400K LINES OF PRODUCTION CODE OWNED
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EXPERIENCE

Carmate Cambodia

Jun 2020 – Present

Co-founder & CEO, leading product · Phnom Penh

PRODUCT & STRATEGY

- Built the country's most complete new-car catalogue (every official brand, down to trim level) and the two-sided platform around it: a one-stop marketplace for new and used cars, Seller Central (B2B portal for official brands) and an admin console.
- Launched Carmate as a used-car marketplace app built in React Native (iOS and Android), since local users knew Facebook but not the web. When buyers and dealers wouldn't download it, refocused the two-person team on the web: findable on Google, shareable as a link.
- Learned from brand and dealer meetings that the market would pay for customers, not software; moved from subscription SaaS to pay-per-lead and rebuilt the consumer site from a brochure into a lead funnel.
- Generated ~1.5 buyer leads a day (138 in 90 days) organically, with no paid marketing.

DESIGN

- Designed every screen of all four products and the Carmate brand itself, fully responsive and in four languages, for a low-digital-literacy market: phone-number (OTP) sign-up with no passwords, labelled actions instead of hidden menus, and low-text layouts.

ENGINEERING & EXECUTION

- Took over the full production codebase (~400K lines: React/Next.js, Node.js, MongoDB) when engineering costs became unsustainable, cutting \$36K a year; secured the infrastructure, rebuilt deployment on Docker and GitHub Actions, and shipped the full desktop and mobile relaunch in September 2026 using AI-assisted development.

DATA & ANALYTICS

- Built performance reports for official brands; found that about a third of recorded brand-page traffic was a scraper bot and removed ~11,600 automated sessions so brands saw real numbers.
- Instrumented the enquiry funnel end to end, from form open to submit with drop-off reasons, to diagnose a 3.9% form completion rate.

LEADERSHIP & PARTNERSHIPS

- Appointed by KB Daehan Specialized Bank as partner company to run its repossessed-car store for 18 months (Oct 2022 – Apr 2024): marketing, building a buyer base of dealers and individuals, and managing stock, sales and repairs.
- Led product as a team of two, myself and one developer, whom I mentored over four years into the CTO role.
- Pitched official brand distributors and dealers directly, with brand reports and pricing I designed.

PropertyMap — KB Daehan Specialized Bank

Dec 2020 – Dec 2022

Product lead, UI/UX and React frontend · client project · Phnom Penh

- Signed an MOU with the bank (KB Kookmin group) to design and build the internal platform its staff used to record loan collateral; in operation for two years.
- Designed the UI/UX and built the React frontend: map integration to pin each property, valuation reports stored against it, and area prices with their change history.
- Trained bank staff on the platform and worked with management on requirements and rollout.

Park & Company

Oct 2015 – Dec 2018

Founder & CEO · South Korea

- Founded a vanilla import business from scratch, sourcing and qualifying suppliers in Madagascar.
- Solved the harder problem, demand: identified which businesses in Korea use vanilla, estimated how much each type buys per month, and set prices from a landed-cost and margin model.
- Built the B2B customer base from zero and the channel to serve it: brand, packaging, social media, and a website customers ordered through directly.

Grimshaw Architects

Nov 2013 – Jun 2015

Architectural Assistant (RIBA Part I), Platforms and Canopies team · London

- London Bridge Station redevelopment for Network Rail: the full remodelling of a major national rail terminus, from detail design to completion on site.
- Led the 3D BIM model of the platforms, platform buildings and roofscape canopies, and coordinated their detail design with the consultant team, client and contractor from the site office.

Earlier

2009 – 2015

- Architectural assistant at Weston Williamson + Partners, London (2015); Brian O'Reilly Architects, London (residential work, the Oslo museum competition, and a club project at the Royal Railway Station, Phnom Penh); and SCALe Architects, Seoul (MOCA Seoul installation).
- Mandatory military service, Republic of Korea, 2011 – 2013.

EDUCATION

BSc Architecture (RIBA Part I) — The Bartlett School of Architecture, UCL

2010

SKILLS

Product	Discovery, business models and pricing, roadmapping, OKRs, funnel analytics, experimentation
Design	UX/UI, wireframing, prototyping, design systems, brand identity
Engineering	React / Next.js, TypeScript, Node.js, MongoDB, Docker, GitHub Actions, AI-assisted development
Analytics	GA4, Meta Pixel, custom event tracking, Sentry
Languages	Korean (native), English (fluent)

CASE STUDIES

1. **From selling software to selling customers.** Brands paid for buyers, not tools: the pivot to pay-per-lead.
2. **Taking over five years of code.** A full handover without stopping the product; \$36K a year saved.
3. **Designing for a low-digital-literacy market.** Labelled actions, phone-first sign-up and less text.
4. **Building an app, then choosing the web.** Reversing a big bet on the evidence.
5. **Instrumenting the enquiry funnel.** Where a 3.9% completion rate loses people. In progress.

Full write-ups: davidparkco.com