

Brandon Yuen

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WORK EXPERIENCE

Omnicom

New York, NY

AI Product Management Analyst

Oct 2024 - Present

- Led product strategy across two AI engineering teams (~20 members), shipping 80+ custom agents and an enterprise LLM chat product with 40k+ users, automating marketing workflows
- Drove execution of co-development partnership with Google, shipping AI SEO agents against SOW milestones, presenting deliverables directly to Google stakeholders and deploying to 40+ client teams - improving CTR by 25%
- Shipped a full UI revamp and technical rearchitecture of enterprise LLM chat product, transitioning to agent orchestration with MCP-based tools like data analysis and internal file search - increasing usage by ~10%
- Co-founded an AI Stewards program with the CTO and CPO, creating the community structure across four pillars and sourcing stewards to drive AI adoption and responsible use across the organization globally
- Owned the end-to-end product lifecycle of AI agents and enterprise LLM chat features from scoping through deployment and GTM, driving alignment across engineering, design, and marketing/enablement teams
- Presented product updates to 2k+ employees at town hall, and delivered periodic live demos at weekly meetings
- Personally built and QA'd agents with tight turnarounds for client pitch demos, supporting high-stakes efforts
- Served as primary escalation point for AI platform support tickets, resolving issues for users up to the C-suite level
- Partnered with privacy and compliance team to ensure agents passed responsible AI impact assessment prior to launch

WonsultingAI

New York, NY

Product Analyst

Oct 2023 - Oct 2024

- Analyzed user engagement patterns using SQL queries for a platform with 900k+ users, identifying trends and insights that contributed to the development of a product roadmap with co-founder, decreasing churn by 5% in Q4
- Developed and implemented SQL queries, Google Sheets, & Google Apps Script to create comprehensive dashboards tracking key product success metrics for all products, resulting in fully automated and accurate data reporting
- Collaborated with co-founder, engineering & marketing teams to create personalized recommendations for improving user engagement based on SQL-driven insights, leading to a 15% increase in email engagement

PROJECT EXPERIENCE

Saint's Moment

New York, NY

Developer

Feb 2026 - Mar 2026

- Developed an e-commerce platform for luxury handbag rental startup using Next.js, Supabase, and Vercel, featuring Stripe payment processing, a booking system, inventory browsing, and an admin dashboard - built with Claude Code
- Collaborated with founder through multiple iterations to refine the platform and ensure launch readiness

Youtube Distilled

New York, NY

Personal

Jan 2026 - Feb 2026

- Built full-stack web app that converts Youtube videos into structured formats (summaries, lists, LLM chatbots) using Next.js, Supabase, Gemini API, and Youtube API
- Developed end-to-end from PRD through production, using Claude Code for development, deploying to Vercel

Locally Run Models

New York, NY

Personal

Nov 2025 - Present

- Generated sci-fi social media content using locally run LTX 2.0 video generation via ComfyUI on personal GPU, integrating Elevenlabs for text-to-speech generation
- Ran open-source LLMs locally (e.g. Qwen3 14B) for coding assistance and general use

EDUCATION

New York University

New York, NY

B.A. Psychology | Minor: Computer Science and Math | GPA: 3.5 / 4.00

SKILLS & INTERESTS

Skills: Claude Code, Codex, Antigravity, Ollama, MCP, APIs, Prompt Engineering, Dify, Responsible AI, GEO/AEO, Jira, Figma, Agile/Scrum, Python, SQL, HTML/CSS, R, Java, Data Visualization, Microsoft Office, Google Suite

Certificates: Harvard Business School: AI Essentials for Business | Coursera: User Experience Principles and Processes

Interests: Brazilian Jiu Jitsu, Skiing, Cooking, Running, Video Games, Heterodox Academy, Weightlifting, Reading