Sungwoo David Park

Product Lead

Founder, Carmate Cambodia

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Profile

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

6 yrs	4	50+	$36K	~2/day
Founder and product lead	Products designed from zero	Dealers, plus every official brand	Yearly cost cut by taking over development	Serious, confirmed buyer leads, early stage

Experience

Carmate Cambodia carmatekh.com

Jun 2020 – Present

Co-founder & CEO, leading product · Phnom Penh

Cambodia's one-stop marketplace for new and used cars: consumer site, Seller Central for official brands and dealers, and an admin console.

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.
- Launched as a used-car app (React Native). When buyers and dealers wouldn't install it, moved the two-person team to the web: findable on Google, shareable as a link.
- Learned from brand and dealer meetings that what they wanted was actual buyers, not traffic, impressions or page views. Moved from subscription to pay-per-lead and rebuilt the consumer site into a lead funnel that brings ~2 serious, confirmed buyer leads a day at an early stage.

Design & user experience

- Designed every screen of all four products and the Carmate brand, in four languages. Mobile-first, since most Cambodians browse on their phones and both our staff and brand staff check things on the go, and built to be easy to use for people with low digital literacy.
- Designed custom pages and flows for each user group: dealerships whose staff share one stock list, individual sellers, official brands whose staff run promotions and get monthly reports, and banks with repossessed cars and loan features.
- Designed the system and UI/UX flows around a data model that keeps new and used cars apart: new cars by brand, model, year and generation, with trim specs on templates that change every year.

Engineering & execution

- When our lead developer left before launch, took over five years of code and DevOps (React/Next.js, Node.js, MongoDB), fixed the front end, back end and security, built the missing features and shipped on the date, alone. Built with AI while checking the blast radius of every change across a large platform, and deployed on Docker/GitHub Actions, cutting $36K a year.

Data & analytics

- Defined what in-house reports, GA4 and Meta Pixel each track, and fed buyer actions (offers, test drives, calls, Telegram, loans) into brand reports.
- Built daily-ops logging with Sentry, Cloudflare and server logs, checking every tracked element to strip noise and unrealistic numbers, so brand reports show real Cambodian traffic and funnels.

Leadership & partnerships

- Pitched official brand distributors and dealers directly, with performance reports and pricing I designed. Hired and led 15–20 local staff over six years.
- Appointed by KB Daehan Specialized Bank to run its repossessed-car store for 18 months (Oct 2022 – Apr 2024): marketing, a buyer base of dealers and individuals, stock, sales and repairs.

Other experience

PropertyMap — KB Daehan Specialized Bank

Dec 2020 – Dec 2022

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

- Signed an MOU with the bank to design and build the internal platform its staff used to record loan collateral: map pins for each property, valuation reports, and area prices with their history. In operation for two years.
- Gathered requirements with bank management, trained bank staff, and ran the rollout.

Park & Company

Oct 2015 – Dec 2018

Founder & CEO · South Korea

- Built a vanilla import business from scratch: sourced suppliers in Madagascar, found and sized the B2B buyers in Korea, priced from a landed-cost model, and built the brand and ordering website.

Grimshaw Architects

Nov 2013 – Jun 2015

Architectural Assistant (RIBA Part I) · London

- London Bridge Station redevelopment for Network Rail: led the 3D model of platforms and canopies and coordinated design with consultants, client and contractor on site.

Education

BSc Architecture (RIBA Part I) — The Bartlett School of Architecture, UCL 2010

Skills

Product	Discovery, business models and pricing, roadmaps, funnel analytics, experiments
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), Khmer (basic)

Case studies

1. **Brands didn't want traffic. They wanted customers.** How a new-car catalogue became a lead-generation business.
2. **The launch date was fixed. Half the platform wasn't connected.** Stepping in, and rebuilding promotions around how Cambodia sells cars.
3. **Who will use this, and how?** Sellers, dealership staff and our own team.
4. **We launched as an app. Almost nobody installed it.** Choosing one channel with a team of two.

Full write-ups: davidparkco.com