

Ben (Byung Soo) Ko

Software Engineer and Founder

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Software engineer and founder. Seven years at Apple, Nexon, and E*TRADE; four years running sales and operations for a \$5M B2B business, where I rebuilt the back office in software with LLMs as the team shrank; and since then, AI products of my own at Bay82 Studio. Python, TypeScript, and Swift. Berkeley CS, Haas MBA 2027.

EXPERIENCE

Bay82 Studio | *Founder and Software Engineer, AI product studio* | Emeryville, CA 2025-Present

- Run LLM features with tool calls in production: in app chat, a prompt to image pipeline, and a script to voice to video pipeline on the ElevenLabs API. Own the prompt and context design, the cost and latency tradeoffs, and the debugging when model behavior shifts.
- Shipped **Jeni** (jenifit.app), a weight management iOS app on the App Store: about 5,000 downloads in the trailing 90 days and roughly 100 paying monthly subscribers. Designed, built, launched, and marketed it alone.
- Expanding Jeni into software for GLP-1 weight management clinics: a clinician dashboard alongside the patient app, customer discovery with clinic operators, and paid pilot design.

Colos Inc | *General Manager, Sales and Operations (shipping container brokerage)* | Torrance, CA 2021-2025

Left Apple to help turn around a family run brokerage. Ran the commercial side and built the automation that took over back office work as staff left; the business wound down in 2025.

- Rebuilt the operation in software as staff left and were not replaced: inventory tracking, invoicing, cold outreach, newsletters, and the accounting hand off, on Node.js with LLM APIs and the CRM's API. It covered about four people's work.
- Put AI agents on inbound calls and customer support with Twilio and ElevenLabs. Routine calls held; customers who were already upset about a late container or a wrong invoice got angrier, so I moved both back to people.

Apple | *Software Engineer, full stack* | Sunnyvale, CA 2018-2021

- Led development of a global invoicing web app (Java Spring, React) for Apple Pay finance teams, replacing a manual payment process across regional finance groups.
- Built the shared component library and design system (React, Sketch, Figma) that other internal teams adopted to standardize their web applications.

Nexon M | *Software Engineer (mobile game publisher)* | Emeryville, CA 2017-2018

- Built a self serve data web app (React, Flask) scheduling PostgreSQL and MySQL jobs through Apache Airflow against AWS Redshift; Superset dashboards across 13 mobile titles, with the Korea based team.

E*TRADE Financial | *Software Engineer, Associate to Staff* | Menlo Park, CA 2014-2017

- Built a data center management platform (Docker, Kubernetes, OpenShift) and a real time operations dashboard (Angular, Django) for financial systems where downtime was a regulatory problem.

Earlier ventures: Healify (2020-2022): co-founded a SaaS and mobile tool for psychotherapists and their patients.

DragonOppaClub (2022): NFT collection and site, shipped solo. Both are closed.

EDUCATION

UC Berkeley, Haas School of Business | *MBA Candidate, Class of 2027* 2023-Present

UC Berkeley | *BA, Computer Science* 2014

SKILLS

AI: LLM APIs and tool calling, agents, prompt and context design, evaluation against real usage, MCP servers and agent skills, Claude Code, OpenAI Codex, Cursor, voice (Twilio, ElevenLabs)

Engineering: Python, TypeScript/JavaScript, Node.js, Swift, Java, SQL; React/Next.js, Flask/Django/Spring; Supabase/PostgreSQL, Stripe, RevenueCat, Airflow/Redshift, Docker/Kubernetes

Business: B2B sales and account management, customer discovery, pricing, paid acquisition on Meta and TikTok; English and Korean