

YUDA LEONARDI

Business Operations & Systems Leader

Operations Strategy • Systems Design • Workflow Automation

yuda.leonardi@gmail.com | Based in South Korea | Open to relocation

<https://www.linkedin.com/in/yudaleonardi/>

PROFESSIONAL SUMMARY Business Operations leader with 7+ years of experience designing scalable operational foundations for growing organizations. Experienced in designing scalable systems, improving business processes, implementing workflow automation, and partnering with founders to translate operational challenges into sustainable solutions. Experienced operating across technology, finance, compliance, and cross-functional business operations within international startup environments.

CORE COMPETENCIES

Global Business Operations | Operational Systems Design | Workflow Automation | Entity Administration | Banking & Payment Operations | Vendor Evaluation | Executive Support | Cross-Functional Project Management

PROFESSIONAL EXPERIENCE

Director of IT & Business Operations (Founding Employee) | Ark Academy **2023 to Present | South Korea**

Joined Ark Academy as its first employee and partnered with the founder to build the company's operational foundation from the ground up, designing the systems, processes, and infrastructure that supported its growth into an international education company operating across South Korea and the United States.

Selected Contributions

- **Designed the company's business infrastructure**, establishing centralized systems for knowledge management, CRM, student lifecycle management, workflow automation, reporting, and internal documentation.
- **Evaluated, selected, and implemented core business platforms** including Airtable, Fillout, Google Workspace, Make, Zapier, and n8n.
- **Built a scalable technology stack** by balancing usability, integration capability, vendor reliability, and long-term cost.
- **Continuously evolved business systems as the company scaled**, replacing manual processes with structured workflows and relational data models that improved visibility, consistency, and operational efficiency.
- **Established and governed the organization's internal operating environment** covering user management, onboarding, reporting, documentation, payment operations, and cross-functional collaboration.
- **Redesigned the company's payment operations** by migrating from an international payment workflow to localized infrastructure, simplifying financial operations while reducing transaction costs and administrative overhead.
- **Partnered directly with the founder on company formation**, banking, vendor evaluation, budgeting support, compliance administration, and operational decision-making across Korean and US business entities.
- **Acted as the operational bridge** between business stakeholders and software development, leading quality assurance, requirements validation, and continuous improvement of the company's internal platform.
- **Supported the onboarding and operations** of an international remote team while building systems that managed student enrollment, scheduling, reporting, and business operations.
- **Maintained business continuity during periods of financial uncertainty** by adapting internal processes, prioritizing critical initiatives, and supporting cross-border operations with limited resources.
- **Built the operational platform** that became the company's primary system of record across student management, CRM, reporting, and internal operations.
- **Enabled the company's first major growth campaign** by adapting business systems and internal operations to accommodate a significant increase in student enrollment.
- **Repeatedly redesigned business systems** as organizational needs evolved, ensuring the company's operational foundation remained scalable despite rapid change.
- **Established a "single source of truth" for company operations** by centralizing business data, documentation, and workflows into integrated systems that improved visibility and decision-making.
- **Identified operational bottlenecks and designed scalable solutions** before they became organizational constraints.

IT Operations Technician | Branksome Hall Asia2022 to 2023 | Jeju, South Korea

- Delivered technology support that enabled uninterrupted teaching and learning across a large international school community using macOS, Windows, iPad, and Apple TV environments.
- Managed device lifecycle operations including deployment, imaging, software installation, troubleshooting, inventory, and MDM administration.
- Supported school-wide technology initiatives through iPad deployment, multilingual documentation, and technical communication between Korean and English-speaking staff.

International Affairs & Student Operations Officer | Cheju Halla University2018 to 2022 | Jeju, South Korea

- Managed international student operations, supporting admissions, enrollment, and ongoing administrative services for overseas students.
- Coordinated partnerships with international education agencies and represented the university at global recruitment events.
- Produced multilingual communications, processed administrative documentation, and facilitated cross-cultural collaboration in Korean, English, and Indonesian.

Product Manager | Krowdpop2016 | Vietnam and South Korea

- Collaborated with a distributed product and engineering team to define requirements and deliver web and mobile applications for Android and iOS.
- Designed product workflows, UI/UX wireframes, and feature specifications while coordinating development across cross-functional teams.
- Managed product releases, user data operations, app store publishing, and payment gateway integration to support product delivery.

Game Designer | Tinker Games Indonesia2014 to 2016 | Bandung, Indonesia

Commercial Release: *Legrand Legacy: Tale of the Fatebounds* (Steam & Consoles)

- Designed gameplay systems, combat mechanics, balancing formulas, and feature specifications for a commercially released JRPG.
- Produced and maintained comprehensive game design documentation to align developers, artists, and designers throughout production.
- Conducted gameplay testing, QA, and iterative balancing to improve overall player experience.

General Affairs Manager | PT. Kobby Heavy Industry2013 to 2014 | Jakarta, Indonesia

- Supported business operations by coordinating administration, procurement, payroll, HR documentation, and office logistics for the local branch.
- Served as the primary liaison between Korean executive leadership and local vendors, facilitating communication and operational coordination.

LANGUAGES

- English (Fluent, TOEIC 990)
- Korean (Professional, TOPIK Level 6)
- Indonesian (Native)

EDUCATION

Bachelor of Engineering, Electrical Engineering

Tarumanagara University - Jakarta, Indonesia (2011)

Korean Language Program

Sogang University - Seoul, South Korea (2012)

TOOLS

Airtable, Google Workspace, Fillout, Make, Zapier, n8n, Notion, Slack, Wix, Imweb, Framer, GitHub