Seokjun Jeong

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EDUCATION

Swiss School of Management, Switzerland *Class of August 2027 (Expected)*
Artificial Intelligence and Big Data
PhD Candidate in Artificial Intelligence and Big Data

Swiss School of Management, Switzerland *Class of August 2024*
Artificial Intelligence and Big Data **GPA: 4.0/4.0**
Master of Science

Hongik University, Seoul *Class of August 2023*
Mechanical & System Design Engineering **GPA: 3.56/4.5**
Bachelor of Science in Mechanical & System Design Engineering

RELEVANT EXPERIENCE

Deloitte Consulting *February 2025~Current*
Intern

Implemented an Inspection System Utilizing AI in the Group's Common Duty Fulfillment Management System to Enhance the Effectiveness of Internal Control Inspection Activities

1) External Change AI Monitoring
- External change monitoring issue briefing reports:
    - Automatic monitoring of regulatory changes.
    - Automatic monitoring and detection of financial incidents from other companies.
    - Summarization of key monitored content.
- Scenario-based case and regulation search tool: *AI Internal Control Manager*
    - Automatic crawling of regulatory sanctions documents from the Financial Supervisory Service.
    - Text-mining and mapping of internal control documents from client.
    - Development of an internal control assistant system using LangGrpah and Self-RAG

2) Inspection Opinion AI Suggestions
- AI-based duty fulfillment inspection report assistant:
    - AI summary of overall internal control inspection opinions.
    - Review of the suitability of internal control inspection opinion guidelines.

SSM AI and Big Data Lab *September 2023~Current*
Researcher

1) **Aging In Place Analysis Using South Korea Census Data (Elderly Population)**
- Analyzed national census data to study the "Aging in Place" trend among the elderly, focusing on their residential preferences.
- Investigated the impact of social factors, personal characteristics, and living environments on elderly individuals' decisions to age in place.

2) **Development of Social Index for Corporate ESG Evaluation through Social Media Data Crawling**

- Crawled social media data (comments) to measure corporate ESG performance and develop a Social Index.
- Utilized GloVe embeddings and similarity analysis with keyword sets to quantify public reactions to ESG-related topics.

Luchens Consulting *April 2024~Current*
Manager

1) **Data Analysis Consulting**
- Provided consulting on statistical and machine learning analysis using client-owned data.
- Supported data preprocessing, automated analysis, and advanced data visualization.

2) **Data-Driven UX Optimization and Digital Strategy**
- Led UX/UI design improvements for the Luchens Consulting website based on customer traffic data.
- Developed and implemented optimized online marketing strategies through customer behavior and web traffic analysis.
- Systematically analyzed customer inquiries and feedback data to identify and execute satisfaction improvement measures.

Visual Python *May 2024~Current*
Technical Advisor

1) **Development of Visual Python Manual and Educational Book Publication**
- Authored and published a comprehensive user manual for Visual Python, systematically detailing core features and usage strategies for users of varying skill levels.
- Published a practical educational book, "*From Statistics to Machine Learning: Data Analysis with Minimal Coding Skills*", tailored for public officials to enhance their data analysis capabilities.

2) **Partnership Agreement with NumFOCUS Non-Profit Foundation**
- Successfully secured the first partnership in Asia with NumFOCUS, a globally renowned non-profit foundation supporting data science and open-source tools.
- Led strategic negotiations and planning to align Visual Python's objectives with NumFOCUS's community-driven initiatives.

ACADEMIC PROJECTS

Papers *September 2023 ~ Current*
Researcher, SSM AI and Big Data Lab

- Led the empirical analysis process with exceptional data analysis and statistical expertise.
- Collaborated with experts and professors across various domains to design and apply optimal analytical methods tailored to the research objectives and data characteristics.

1) **Artificial Intelligence in Design Process: An Analysis Using Text Mining**
- Collected and analyzed expert opinions on using AI in design processes through text mining techniques.
- DOI: https://doi.org/10.1080/08839514.2025.2453782

2) **Emotional Responses to Domestic Murder-Suicide News: Analyzing the Impact of Risk Factors through Automated Comment Analysis**
- Analyzed emotional reaction patterns and social perceptions of the public towards domestic murder-suicide news.
- Utilized deep learning models based on large datasets (KOTE: Korean Online That-gul Emotions) for sentiment analysis.

3) **Dynamics of Loss Aversion in Professional Tennis Games**
- Explored loss aversion behavior patterns of tennis players using match data.

- Applied statistical methods (Chi-square test) to analyze decision-making changes under different game situations.

4) **Thoughts and Emotions Evoked by Thinking about Own Death: Comparisons between Japanese and American Undergraduates**
- Conducted text mining (sentiment analysis) based on survey results to analyze cultural differences in attitudes and emotions toward death.
- Studied the contrasting views and emotional responses regarding death in Japan and the US.
- DOI: https://doi.org/10.1080/07481187.2024.2414934

Lead Researcher *August 2023 ~ December 2023*
Hongik University, MAENG Laboratory

- Identified economic pain points in the manufacturing sector through in-depth interviews with industry professionals and designed data-driven solutions to address these challenges.
- Developed a data collection and blade replacement cycle prediction system based on AI and advanced data analysis techniques, resulting in increased operational efficiency and cost savings in the field.
- **Achievement:** Awarded the Technology Excellence Prize at the Precision Engineering Society's Creative Competition for the "*Super Large AI and Smart & Green Precision Engineering*" category.

1) **CNC Machine Operation and Metal Processing:**
Conducted metal (steel) processing experiments and operated CNC machines for precision fabrication.

2) **Development of Data Collection Devices:**
Designed and built data collection devices using microphones and vibration sensors, utilizing CAD and 3D printing for prototypes.

3) **Data Preprocessing:**
Processed and interpreted collected data using Fast Fourier Transform (FFT), statistical analysis, and dimensionality reduction techniques like Principal Component Analysis (PCA).

4) **Tool Wear Diagnosis System Development:**
Developed a tool wear diagnosis and prediction system using machine learning classification models (XGBoost, RandomForest, Logistic Regression, SVM).

BOOK PUBLICATION

Publication of a Data Analysis Guide (in Thesis) *April 29, 2024*

- Book Title: *Breaking Through Thesis Frustration: A Step-by-Step Roadmap from Selecting Paper Ideas to Completion.*
- Based on experience in data analysis consulting, a practical guide was created to help professionals across various fields overcome challenges in the data analysis process.
- Outlined the methodology for writing data science papers, differentiating them from social science papers by incorporating data collection and analysis techniques.

Publication of a Data Analysis Educational Book *In Publishing Phase*

- Book Title: *From Statistics to Machine Learning: Data Analysis with Minimal Coding Skills*
- Authored a book aimed at helping non-experts understand data handling, statistical methods, and machine learning techniques by using sample datasets. The book simplifies complex concepts to make them accessible, emphasizing practical application for beginners.
- The book serves as a resource for government employee training, showcasing expertise in data analysis and consulting to bridge the gap between technical methodologies and real-world problem solving.

EXTRACURRICULAR ACTIVITIES

Developing Player Performance Evaluation Metrics for LPBA Professional Players **Republic of Korea**
Autumn 2024~Current

- The existing evaluation metrics for professional billiards players are too broad and simplistic, failing to assess players' abilities in detail.
- Developed advanced player performance evaluation metrics using CNN to address industry pain points.

Organized Data Research Community **Republic of Korea**
September 2024 ~ Current

- Planned and managed a study group aimed at people interested in data analysis and machine learning, focusing on sharing the latest technological trends and hands-on practice.
- Led real-world data analysis projects with community members, presenting the results to share experiences and insights.

Organized Tennis Beginner Club **Republic of Korea**
July 2024 ~ Current

- Proactively founded a tennis beginner club to address the challenges of beginners being unable to join existing clubs and the lack of practice partners.
- Designed a practice program focusing on the fundamentals to make it easy for beginners to join, and provided regular practice sessions to offer fellow players for skill development.

SKILLS & RECOGNITION

Achievement

- Awarded the Technology Excellence Prize at the Precision Engineering Society's Creative Competition for the "*Super Large AI and Smart & Green Precision Engineering*" category.

Computer Skills

- Expert in developing cutting-edge AI RAG systems using LangChain and LangGraph.
- Expert in developing autonomous decision-making and operational AI systems based on AI Agent and MCP.
- Proficient in data preprocessing, visualization, statistical analysis, machine learning, and deep learning using a wide range of Python libraries.
- PPT Proficiency: Expert in crafting high-impact presentations including Priority Analysis, Strategic Targeting, Market Analysis, and more.
- Contributed to the development of Visual Python, a leading low-code tool, playing a key role in its international expansion. Additionally, authored a comprehensive user manual and have applied it to real-world data analysis projects.

Language

- English - TOEFL(iBT) 93 2023.02

- English - TOEIC 925 2021.01

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531-1302, 10, Business-ro
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