Seokjun Jeong

Phone: 82-10-5818-4807

Current Address: 531-1302, 10, Business-ro, Seo-gu, Incheon, Republic of Korea Email: [wjdtjrwns972@gmail.com](mailto:wjdtjrwns972@gmail.com)

# 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*

## 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.

## 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*

## Data Analysis Consulting

* + Provided consulting on statistical and machine learning analysis using client-owned data.
  + Supported data preprocessing, automated analysis, and advanced data visualization.

## 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*

## 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.

## 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.

## 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>

## 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.

## 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.

## 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.

## CNC Machine Operation and Metal Processing:

Conducted metal (steel) processing experiments and operated CNC machines for precision fabrication.

## Development of Data Collection Devices:

Designed and built data collection devices using microphones and vibration sensors, utilizing CAD and 3D printing for prototypes.

## Data Preprocessing:

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

## 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

Seokjun Jeong

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