VERON ASTER

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EDUCATION

San Jose State University San Jose, CA
B.S. in Management Information Systems | *GPA: 4.0* | *Honors Program* *May 2025*

SKILLS

Spoken Languages: Vietnamese (Native), English (Fluent), Mandarin (HSK 3)
Soft Skills: Collaboration, Agile Learner, Problem Solving, Levaraging AI

PROFESSIONAL EXPERIENCE

Data Labelling Analyst (GenAI, AI Studio) February 2025 – Present
Meta *San Jose, CA*

- Contributed to the evaluation and prompt optimization of **Llama model** within **AI Studio**, increase the localization and language capabilities of the model
- Evaluated over **3,000 datapoints**, identifying patterns and inconsistencies, and delivered a **qualitative insights report** to stakeholders to inform model improvements
- Refined annotation workflow for newly formed AI data team through **iterative QA, tooling feedback, and internal documentation updates**
- Collaborated cross-functionally with sister engagements and worked with R&D to enhance tooling and meeting project milestones, **reduced delays by 16%**

Project Team Lead August 2024 – March 2025
SEMI Association *Milpitas, CA*

- **Led end-to-end product workflow optimization**, achieving a **50% reduction in manual tasks** and **projecting 520 hours of annual time savings**, improving efficiency and productivity
- Accelerated digital transformation of legacy system by building a customized pipeline in **NetSuite and Salesforce** to consolidate 15,000 digital assets across multiple platforms
- Contributed to a front page using **Figma, HTML and Javascript**, integrable with Salesforce to enhance user experience and reduce data migration error
- Collaborated **cross-functionally** with back-end teams to ensure seamless data integration with the existing **JavaScript and Node.js environment** by leveraging **REST APIs**

PRODUCTS

NatureQuest Hiking Assistant | *Data Scraping, OpenAI API, Data Validation* March 2024

- Integrated the **OpenAI API and AllTrails API** to provide natural language interaction, enabling users to receive personalized hiking recommendations and detailed trail insights
- Recognized with an **Industry Award for Scalability** for designing and implementing a highly scalable application architecture
- Developed **data validation** pipelines to ensure the accuracy, consistency, and reliability of scraped trail data, improving system dependability
- Tagged and annotated scraped trail data into structured categories (e.g., difficulty, distance, elevation, location) to enable efficient classification