

LEANNA (SEUNG-MI) JEON

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SUMMARY & SKILLS

AI & ML Engineer with a Master's in Business Analytics and 2+ years of industry experience. Specialized in building end-to-end ML pipelines and deploying deep learning and GenAI models into real-time systems. Proven ability to design production-ready AI/ML systems, that transform complex user and operational data into actionable insights across tech, logistics, and telecom industries.

- Languages & Tools: Python (Pandas, NumPy, Plotly), SQL, BigQuery, Spark, Git, Tableau, Power BI, Looker
- ML Applications: Scikit-learn, PyTorch, Tensorflow, Keras, XGBoost, Deep Learning (CNN, LSTM, Transformers), NLP, Optimization, A/B Testing, MLflow, CI/CD, Docker, Kubernetes
- AI Applications: LangChain, LLMs (OpenAI API, Prompt Engineering, Hugging Face, Fine-Tuning with LoRA/QLoRA), Streamlit, ElectronJS (JavaScript), API Deployment (FastAPI, RESTful API)
- Certifications: AWS Cloud Practitioner, Azure (AI-900, AZ-900)

RELEVANT EXPERIENCE

Meta West Lafayette, IN
AI/ML Engineer (Industry Practicum) May 2025 - Aug 2025

- Automated data collection with CI/CD and GitHub Actions, engineered a GenAI pipeline integrating multi-agent orchestration with LangChain, LLMs, and Hugging Face, reducing pipeline latency by 42%
- Engineered an LLM-powered NLP system for social text analysis, combining topic modeling, embeddings, and clustering algorithms to achieve over 90% cluster purity and reduce analysis time by 83%, driving better product strategy insights
- Built a modular AI agent pipeline on Abacus AI to auto-generate 5 unique captions and images per topic using 5 LLM tasks and multi-model diffusion with 2 fallbacks, boosting social media content speed and consistency, deployed on Vercel
- Developed an interactive dashboard visualizing daily trends based on user scenarios, reducing content exploration time by 87%

Wabash Marketplace West Lafayette, IN
ML Engineer (Industry Practicum) Jan 2025 - Apr 2025

- Built time-series prediction models with XGBoost, LightGBM, and Random Forest, using lag and percent-change features and SHAP analysis on synthetic data, reducing RMSE by 52% and achieving R^2 of 0.89 for regional demand forecasting in logistics
- Integrated 650K+ operational records with geospatial and macroeconomic data from external APIs, computed distances for rule-based trailer allocation, and developed optimization models with PuLP and OR-Tools for cost-efficient trailer deployment
- Modeled trailer allocation as an MDP with multi-objective rewards in Gym and ran 50 scenario simulations in MLflow, cutting relocation travel by 30% and achieving six-figure cost savings under demand uncertainty

LG U Plus Seoul, Korea
Product Data Analyst May 2022 - Dec 2022

- Implemented ETL pipelines using Python and SQL for 20M+ users to generate daily reports on behavioral trends in purchase and usage patterns, enabling time-series segmentation and improving forecasting accuracy and product planning
- Executed in-depth analysis of purchase journeys and funnel metrics to diagnose UX friction and identify high-performing content themes, informing personalization initiatives that reduced drop-off rates by 50% and improved conversions by 21%
- Analyzed user funnels and GTM/UTM-tagged traffic data to uncover behavioral patterns and optimize chatbot interactions, leading to a 200% increase in user engagement and a 32% reduction in complaints

OTHER EXPERIENCE

- Served as a Product Manager in Korean tech enterprises and startups, driving user research, market fit validation, A/B testing, feature design and planning, and MVP launches Seoul, Korea
Dec 2022 - Jun 2023

SELECTED PROJECTS

- **ThinkGrade, Offline AI Tutor:** Built a lightweight, offline AI learning app using Gemma 3n 2B IT fine-tuned via LoRA to support Gen Alpha's math and essay learning, guiding critical thinking via behavioral tracking and source attribution feedback
- **LLM-Augmented AI Agent for EDA:** Engineered a modular AI agent to automate EDA workflows by chaining LLM prompts through OpenAI API, LangChain, and Hugging Face for efficient unstructured data processing
- **AI-Powered Research Workflow Tracker:** Developed an ElectronJS app integrating ChatGPT, Google Search, and a text editor to log prompts, browsing, and writing activities, generating attribution reports tracing outputs back to AI and web-based sources
- **TAPS Grief Survey Classifier:** Built an LLM-based classification pipeline integrating chain-of-thought prompting and hybrid models (transformers + traditional ML) to analyze grief survey responses and produce structured qualitative insights

EDUCATION

Purdue University, Daniels School of Business West Lafayette, IN
Master of Science in Business Analytics and Information Management (STEM), GPA 3.57/4.0 Aug 2025

- Poster Presenter, INFORMS Analytics+ Conference, 2025
- CCAC (Cross Classic Analytics Challenge), 5th ranked on Kaggle, 2025

Sogang University, School of Business Seoul, Korea
Bachelor of Business Administration Aug 2022