JAESEOK CHOI

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WORK EXPERIENCE

Samsung Electronics America, Inc | *Software QA Engineer* | *Plano, TX* *Nov 2022 – Present*

Quality Assurance & Test Strategy
➢ Built the entire QA process for the Multi-Device Experience team, integrating VOC insights, usage data, and protocol research to create testing strategies covering 75% of U.S. SmartThings devices

AI Integration
➢ Built an AI-driven VOC pipeline reducing analysis time from 400+ to <15 hours and optimized LLM prompts to reach 97.5% recall & 83% precision, with the framework adopted division-wide

Automation
➢ Developed and optimized 300+ Python automation scripts and Visual Basic workflows, accelerating Galaxy software validation by 500% and improving test coverage across 10+ U.S. major carriers

Strategic Communication
➢ Led weekly meetings with partners including Google, Ford, Toyota, and more to address market issues and strengthen partnerships through asset exchanges valued at $100K+

AKP Sports Foundation, Inc |*Co-Founder & Senior Vice President* | *Remote* *Jan 2022 – Present*

Entrepreneurship & Growth
➢ Co-founded and scaled a national 501(c)(3) nonprofit to 10K+ participants and 50+ staff, securing $100K+ in sponsorships from 75+ partners, including Fortune 500 companies and pro sports teams

Website Development & Optimization
➢ Built and manage the AKP Sports website on Squarespace, optimizing SEO, content workflows, and performance to drive 30K+ annual visitors and boost sponsor engagement

AI-Powered Workflow Automation
➢ Leveraged Generative AI and JavaScript automation to streamline onboarding, content management, and workflows, reducing administrative hours by 60%

PROJECT

AI Budget App - *Personal Finance Platform* *Apr 2025 – Present*
➢ Developed a full-stack personal finance app with React and FastAPI, integrating Plaid API for real-time bank transaction syncing
➢ Integrated OpenAI API for AI-driven expense categorization and built interactive analytics for insights, filtering, and budget forecasting
➢ Built a PostgreSQL-backed backend supporting secure authentication, bank syncing, and dashboards

TECHNICAL SKILLS

➢ **Programming Languages**: Python, JavaScript, Java, SQL, Visual Basic
➢ **Frameworks & Tools**: FastAPI, React, Node.js, OpenAI API, Google Apps Script
➢ **Databases, Cloud & AI**: PostgreSQL, Firebase, AWS, Render, Generative AI, LLM Prompt Engineering

EDUCATION

George Washington University, School of Engineering and Applied Science | *Washington, D.C.*

Master of Science in Computer Science, Concentration in Machine Intelligence & Cognition *Dec 2021*
➢ Technical GPA: 4.0 / 4.0
Bachelor of Science in Computer Science, Minor in Business Administration *Aug 2020*