

JUNWON CHOI

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EDUCATION

University of California, Davis

Master of Science, Statistics (Data Science Track)

Davis, CA

December 2025

University of California, Los Angeles (UCLA)

Bachelor of Science, Data Theory

Los Angeles, CA

June 2024

- **GPA:** 3.7 / 4.0
- **Relevant Coursework:** Data Analysis, Machine Learning, Generative Data Science, Mathematical Modeling

EXPERIENCE

Sensing and Robotics for Infrastructure (SRI) Lab at UCLA

Research Intern

Los Angeles, CA

March 2023 – August 2024

- Led multiple projects to add key features on a robust road assessment web application funded by the City of Los Angeles
- Integrated parallel processing scripts to AWS S3, EC2 pipeline, automatically restructuring 10+ GB of geospatial data
- Evaluated road usage patterns and traffic congestion in a network of 88+ million node pairings using network analysis
- Customized computer vision models to classify parked cars from 150+ GB of onboard camera footage

The Daily Bruin

Data Team Director

Los Angeles, CA

May 2023 – June 2024

- Directed a team of 20 journalists to publish 50+ articles and data visualization inserts across multiple newsroom sections
- Launched two additional production teams and trained 15+ new reporters, expanding production capacity threefold
- Reported GA4 engagement data for all 17 internal teams and advised content strategies to increase readership

Data Journalist

October 2022 – May 2023

- Pitched and produced data-driven, interactive, and responsive web articles using React, JavaScript, and HTML/CSS
- Interviewed and liaised with external organizations and individuals for dataset requests and story details

DataRes at UCLA

Research Team Lead

Los Angeles, CA

October 2022 – March 2024

- Headed a team of 5+ students to develop machine learning projects based on novel geometric deep learning research
- Designed custom SQL server to host and filter 50+ GB of raw data, increasing data distribution efficiency by 93%

Republic of Korea Marine Corps

Sergeant (Communications Squad Leader)

Gimpo, South Korea

October 2020 – April 2022

- Supervised and trained a 20-person team to set up radio and wired communication networks for battalion operations
- Interpreted and translated Korean-English for ROK and U.S. officers during 3 major joint training operations

RESEARCH/PROJECTS

Fingerhut (Online Retailer) Strategic Consulting [Capstone Project – Data Theory, B.S.]

- Analyzed 1.6+ million customers' web sessions to extract key features driving account activation and purchases
- Developed custom stochastic model to visualize and predict customer behavior based on advertisement exposure
- Presented findings to Fingerhut executives and recommended strategic changes to increase customer retention

Synthetic Survey Data Generation and Evaluation [ACM KDD 2025 - ADS Track (submitted, under review)]

- Built end-to-end pipeline to generate synthetic data using U.S. voter files with parametric, GAN, LLM based models
- Assessed synthetic data quality using 4 general utility, 1 target-specific utility, and 4 privacy metrics

Research Paper Classification Optimization Using NLP and Instance-Based Learning

- Developed comprehensive NLP pipeline to process, categorize, and retrieve related research papers from arXiv database
- Compared clustering models at varying complexity against fastText and ANNOY for optimal performance

SKILLS

Programming: Python, R, SQL (MySQL, SQLite), JavaScript, HTML/CSS, L^AT_EX

Data Technologies: Git, AWS (S3, EC2, RDS, Lambda), Tableau, Excel, Google Analytics, Databricks

Languages: English and Korean (bilingual fluency)