

Jonathan Wang

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EDUCATION

Cornell University, College of Computing and Information Science | Ithaca, U.S.A. May 2025
Master's in Information Science (GPA = 3.75/4.0)

- Relevant Coursework: Data Mining and Machine Learning, Database Systems, Digital Business Strategy

National Taiwan University, College of Management/Social Sciences | Taipei, Taiwan Jun. 2023
Bachelor's in International Business (GPA = 3.9/4.0)

- Relevant Coursework: Programming for Business Computing (Python), Big Data Marketing

Bachelor's in Sociology (minor)

- Relevant Coursework: Quantitative/Qualitative Social Research Methods, Social Psychology
Business Analytics Program

- Relevant Coursework: Statistical Data Analysis for Business and Management, Marketing Analytics

LANGUAGES AND SKILLS

- Languages: Mandarin (Native); English (Fluent, TOEFL iBT 114/120); Japanese (Proficient, JLPT N2)
- Programming Languages/Software: Python, R, MS Office, SQL (Excellent), Tableau, SPSS (Proficient)
- Statistical methods: Hypothesis Testing, Machine Learning with Regression and Classification
- Business Intelligence methods: Data Modeling, ETL (WhereScape), Visualization (Python, Tableau)

RELEVANT EXPERIENCE

Consultant Intern at beBit TECH | Taipei, Taiwan Feb. 2022 – Jun. 2022

- Conducted consumer, industry, and market research to support the formulation of over three digital transformation strategies based on methodologies such as user-centric design and net promoter score
- Consolidated and participated in five in-depth consumer interviews of a fast fashion e-commerce platform with equipment such as eye-trackers to obtain insights on customer journey and user experience

Strategy Intern at RedPeak | Taipei, Taiwan Aug. 2021 – Dec. 2021

- Spearheaded a brand analysis of an automobile lighting manufacturer with over \$90 million in yearly revenue through market analysis and executive-level interviews, successfully fostering a lasting partnership
- Revised Go-To-Market Strategies with an in-house framework across eight projects based on consumer and market research across eight industries, such as consumer electronics, software, food, and more

SELECTED PROJECT & RESEARCH EXPERIENCE

Customer Segmentation Business Analysis Report ([link](#)) Jan. 2025

- Compiled a business analysis report of more than 540,000 entries of transaction data from an online retail
- Defined four behavioral indexes as features for K-Means clustering and identified three distinct clusters

Prediction of League of Legends Game Outcome with Supervised Learning Methods ([link](#)) Dec. 2024

- Predicted the outcome of League of Legends games based on over 24,000 match metadata entries
- Yielded a prediction accuracy of over 78% across all four ML models (RF, XGBoost, LR, LDA)

News Category Classification with NLP and Deep Learning Methods ([link](#)) Nov. 2024 - Dec. 2024

- Classified news categories based on the headline and description from a dataset with over 200,000 entries
- Deployed SVM, Logistic Regression, and MLP, achieving a 74% accuracy on the best-performing model

Impact of Xiaohongshu Usage on Young Females' Body Dissatisfaction ([link](#)) Nov. 2023 – Jan. 2024

- Identified how social media influences females' body dissatisfaction through eleven in-depth interviews
- Performed Thematic Analysis and constructed 9 code groups with over 100 codes with MAXQDA

Research Assistant at Academia Sinica | Taipei, Taiwan Oct. 2022 – Dec. 2022

- Deployed A/B testing to optimize test reliability and localized cultural-specific questions in support of the Generations & Gender Programme in Taiwan, contributing to its database of over 200,000 participants

EXTRACURRICULAR EXPERIENCE

Freelancing Music Producer 2018 - Present

- Organized and led over 10 projects as a producer, mixing engineer, and session player simultaneously, reaching over 50,000 streams over eight platforms while selected as a Rising Musician at QQ Music