

# Jonathan Wang

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## EDUCATION

**Cornell University, College of Computing and Information Science | Ithaca, U.S.A.** 2024 – 2025

*Master's degree in Information Science (GPA = 3.75/4.0)*

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

**National Taiwan University, College of Management/Social Sciences | Taipei, Taiwan** 2018 – 2023

*Bachelor's degree in International Business (GPA = 3.9/4.0)*

- Coursework: Statistical Data Analysis, Big Data Marketing, Strategy Management, Brand Management

*Bachelor's degree in Sociology (minor)*

- Coursework: Quantitative/Qualitative Social Research Methods, Social Psychology, Sociology Theory

## LANGUAGE AND SKILLS

- Languages: Mandarin (Native); English (Fluent, TOEFL iBT 114/120); Japanese (Proficient, JLPT N2)
- Programming Languages/Software: Python, R, MS Office (Excellent); SQL, Tableau (Proficient)
- Quantitative Methods: Inferential Statistics; Machine Learning with Regression and Classification
- Qualitative Methods: Participant Observation; In-depth Interviews; Thematic Analysis

## WORK EXPERIENCE

**Research Assistant at National Taiwan University | Taipei, Taiwan** Oct. 2023 – Jul. 2024

- Supported the research at the Department of Information Management on human-computer interaction topics such as crowdsourcing justice, social media, and chatbot-mediated brainstorming

**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
- Examined over 20 years of data from the Taiwan Social Change Survey to analyze cross-generational social trends such as educational mobility and self-identification at the Institute of Sociology

**Part-Time Assistant (Consultant Intern) at beBit TECH | Taipei, Taiwan** Feb. 2022 – Jun. 2022

- Conducted comprehensive consumer and industry research with methodologies such as user-centric design and net promoter score (NPS), supporting the formulation of digital transformation strategies
- Consolidated and participated in 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

- Assessed branding elements of leading players with an in-house framework across eight projects spanning a wide array of industries, including consumer electronics, software, machinery, automobile, and more
- Spearheaded a brand analysis of the second-largest commercial automobile lighting manufacturer through market analysis, brand analysis, and executive-level interviews, successfully fostered a lasting partnership

## SELECTED PROJECT & RESEARCH EXPERIENCE

**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 matches, yielding a final prediction accuracy of over 78% across all four ML models (RF, XGBoost, Logistic Regression, LDA)

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

- Classified news entries based on the headline and description from a dataset with over 200,000 entries, deploying 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 a Thematic Analysis of eleven in-depth interviews with Xiaohongshu as an instance under the instruction of Professor Nanyi Bi

## EXTRACURRICULAR EXPERIENCE

**J.P. Morgan Asset & Wealth Management Challenge** Oct. 2020

- Designed an investment portfolio based on specific strategic goals and conceptualized the influence of real-world economic and political variables into quantifiable effects in nine different scenarios