CHARLOTTE CHOI

Data Analyst

✉ arlotte011@gmail.com   ☎ (437) 263- 3693   ⚲ Toronto, Ontario

WORK EXPERIENCE

Data Analyst

Insjournal

📅 Apr 2022 - current   ⚲ Seoul, South Korea

- Partnered directly with the executive team as the first data hire to formulate and report on KPIs across the web properties.
- Built out the data and reporting structure from the ground up using PostgreSQL and Tableau to provide daily, weekly and monthly insights into the articles and business KPIs.
- Scraped, cleaned, and prepped data from client using Python, SQL, and Tableau.

Data Experience Lab Researcher

Sungkyunkwan University

📅 Sep 2020 – Mar 2022   ⚲ Seoul, South Korea

- Built a deep-learning model to detect Korean trolling and clickbaiting behavior called "Agro" on online content platform, Youtube.
- Designed and analyzed user experience surveys with Google Survey and SPSS to explore the effect of the design of chatbot avatars in people's perceived intimacy.

User Experience Lab Intern

Seoul National University

📅 Sep 2019 – Dec 2019   ⚲ Seoul, South Korea

- Designing the onboarding experience of a voice app service, 'Classic Mate.'
- Analyzing the user behavior patterns with user logs in dialogflow.

SKILLS

- Tableau
- SQL
- Python
- SPSS

My online portfolio:
https://ebeen94.github.io/

EDUCATION

M.S.
Human Artificial Intelligence Interaction

Sungkyunkwan University

📅 Sep 2020 – Aug 2022

⚲ Seoul, South Korea

Dispatched Researcher

Jaume I University

📅 Sep 2021 – Mar 2022

⚲ Valencia, Spain

B.A.

Yonsei University

📅 Mar 2013 – Aug 2018

⚲ Seoul, South Korea