Suhyun(Ellen) Lim

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EXECUTIVE SUMMARY

My optimal goal is to develop technological treatment for those who have attentional difficulties in learning. Under this goal, I am learning from how to hold successful business to how to develop impactful technologies.

Portfolio : https://ellen-creator.github.io/

WORK EXPERIENCE

Jun. 2022 – July. 2024	**Boston Consulting Group (BCG)** Senior Associate Consultant	**Seoul, Korea**

- Developed a rebranding strategy for a food manufacturing company entering a new market segment by redesigning the e-commerce application (UI/UX) based on verbatim analysis and Google Analytics data.
- Recommended a revised Supply Chain Management strategy for a leading EV battery manufacturer in Korea, redefining organizational functions, data flow, and data management mapping.
- Proposed and implemented cost-optimization strategies for raw material procurement, establishing a price forecast model and training the client on price negotiation techniques based on seasonal trends.

May.2021– Jun. 2022	**Kearney** Business Analyst	**Seoul, Korea**

- Suggested a user-friendly version of the UI for a leading domestic e-commerce application, conducting apple-to-apple comparisons with industry-leading companies.
- Analyzed specific cost drivers to rebuild KPIs and developed a cost-modeling simulator for a leading domestic e-commerce company.
- Conducted operational due diligence (ODD) with a top-line focus on competitive advantages to support IPO readiness.
- Enhanced procurement efficiency and inventory planning for a global elevator manufacturing company by analyzing Bills of Materials (BOM) and supply fluctuations through a bottom-line approach.

Jun. 2018 – Jul. 2018	**Human Asia** Intern	**Seoul, Korea**

- Recruited student street campaigners for world refugee day, International Migrants Day to conduct survey of awareness of social inclusion of migrants, analyzed Indian students feedback on after school class

LAB EXPERIENCE

Oct, 2023, Jan, 2024, Aug. 2024 – Dec. 2024	**Developmental Cognitive Neuroscience Laboratory** in Seoul National University Research Assistant Professor : Sangah Lee (sangah@gmail.com)	**Seoul, Korea**

- Recruited and guided child participants through the entire memory task process
- Analyzed behavioral data from episodic memory tasks of children and adults

EDUCATION

Sept. 2016 – May. 2021	**The University of Hong Kong (CGPA : 3.49/4.3)**	**Hong Kong**

- Double major: Bachelor of Social work and social administration / Business design and innovation Scholarship: Serena Yang award(2017), C.V. Starr Scholarships(2018)
- Related course work: [Social work] Behavior economics, social work in school setting, Research method in social work and social administration, [Design thinking] Concepts and application, Creativity and business innovation, Business statistics

Mar. 2019 – Jun. 2019	**Korea University** (4.25/4.5) *Exchange student*	**Seoul, Korea**

Mar. 2013 – Feb. 2016	**Gyeonggi Academy of Foreign Languages** *Accepted with Full scholarship*	**Uiwang, Korea**

EXTRA CIRRICULAR ACTIVITIES

Sep. 2017 – Sep. 2021	**UNHCR - The University of Hong Kong** Campaign manager in Student Committee	**Hong Kong**

- Planned and managed general event such as recruiting student volunteers, street campaign, street fund raising, Ideation & Design for goods to sell for fund raising

Sep. 2022 – Sep. 2023	**Related online coursework** *Took several neurology related courses*

- Human cognitive Nueroscience(MIT) from synapse to society(Utrecht University), Mind and Machine(University of Colorado Boulder), Fundamental Neuroscience for Neuroimaging(Johns Hopkins University), Introduction to linear Algebra (KAIST)

LANGUAGES & OTHERS

Languages	Native in English, Korean, fluent in Japanese(JLPT N2), Chinese (HSK 6)
Skills	[Proficiency] Excel, Python [Intermediate Skills] HTML, MATLAB, Java, CSS