# Honggyun KIM

## Data & AI Engineer

+44 (0)7754 465 998 | honggyun.kim90@gmail.com | hongkim.net
github.com/hongkim25 | linkedin.com/in/honggyun-kim | thebaker.cc

Data & AI professional with 4 years at H&M Group (Stockholm & London) delivering customer analytics, pricing strategy, and fraud detection across global markets. Built a production retail system with ML-powered demand forecasting serving 300+ customers. Technical depth in Java/Spring backend, data pipelines, and AI/ML. Focus on scalable architecture and data-driven solutions.

## TECHNICAL SKILLS

**Languages:** Java 17 (LTS), Python, SQL, JavaScript (ES6+)
**Backend & Frameworks:** Spring Boot 3, Spring Data JPA, Hibernate, RESTful API design, JUnit, FastAPI
**AI & ML:** LLM agents, RAG systems, scikit-learn, PyTorch, TensorFlow, demand forecasting
**Infrastructure & Tools:** PostgreSQL, Docker, Git/GitHub Actions, Render (Cloud), Gradle
**Domain:** Retail analytics, customer segmentation, pricing strategy, fraud detection, stakeholder management

## INDEPENDENT ENGINEERING PROJECT

**Software Engineer** | *The Baker (thebaker.cc), South Korea*                    AUG 2025 – Present
*Production retail management platform built for a family-owned bakery, serving 300+ customers with 150+ repeat purchases*
- Developed digital customer experience platform (Java/Spring Boot) to eliminate friction in bakery ordering and build customer loyalty through seamless point redemption and personalized service.
- Built LLM-powered prediction service with RAG (Retrieval-Augmented Generation) using FastAPI and Gemini API, retrieving historical sales context to generate context-aware demand forecasts with AI-generated reasoning.
- Designed and built real-time staff dashboard with inventory management, order tracking, and automated demand forecasting.
- Implemented secure RESTful APIs using Spring Boot 3 and PostgreSQL with complex business logic including customer loyalty programs, point redemption, and anti-fraud validation for real-time transaction processing.

## PROFESSIONAL EXPERIENCE

**Customer Analyst** | *COS, London, United Kingdom*                    APR 2023 – APR 2025
- Detected and prevented systematic cash-back fraud in Japan market through SQL transaction log analysis, saving approximately 3 million JPY.
- Drove customer intelligence strategies for APAC regions, utilizing SQL to segment customer data and drive retention initiatives.
- Identified high-risk customer behaviors through advanced data analysis, enabling targeted interventions that contributed to 19% reduction in return rates.
- Led cross-functional stakeholder engagement with merchandising and store operations teams to translate data insights into actionable business recommendations.

**Business Analyst** | *H&M, Stockholm, Sweden*                    JUN 2022 – MAR 2023
- Collaborated with C-suite stakeholders including CEO to deliver strategic pricing recommendations, translating technical competitor analysis into business-oriented insights.
- Partnered with the Global Head of Merchandising to drive pricing strategy, conducting competitor benchmarking analysis using internal data pipeline.
- Produced monthly strategic pricing reports used by C-suite stakeholders (including CEO) to optimize global margins.

**Customer Insights Analyst** | *H&M, Stockholm, Sweden*                    MAR 2021 – JUN 2022
- Took ownership of the 'Heavy Returners' project, identifying high-cost segments and saving 250,000 SEK in delivery costs within 2 months.

## EDUCATION

**Master of Science, International Business and CEMS Masters in Management,** Stockholm School of Economics, Sweden
> Master CEMS exchange: HKUST (Hong Kong)

**Bachelor of Arts, Economics and Finance,** Hanyang University, South Korea
> Bachelor exchanges: UAB Barcelona (Spain), ISC Paris (France)

## EARLY CAREER & ADDITIONAL INFORMATION

**Marketing Intern:** KOTRA (Brussels, Belgium) AUG 2014 – JAN 2015
**Military Service:** Interpreter, ROK Army/US Army (Dongducheon, South Korea) DEC 2010 – SEP 2012
**Tests:** GMAT 750 (98th Percentile, FEB 2018)
**Languages:** Korean (Native), English (Fluent – TOEFL 117), French (DELF B2), Spanish (SIELE B1), Swedish (Beginner)
**Career Transition:** Intensive self-directed technical curriculum in software engineering and AI/ML (AUG 2025 – Present)