HYESHIN CHU

AI Product Manager ◇ SNOW Corporation

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WORK EXPERIENCE

SNOW Corporation   Nov. 2023 – Present
AI Product Manager   *Seoul, Korea*

· Designed a virtual try-on service by investigating market competitors and studies; Defined key features through qualitative research with cross-functional teams; Created user journey and interface layouts
· Developed a pipeline to create training data, building a dataset of 60,000 image pairs; Established five quantitative metrics to assess service satisfaction; Built a web application to visualize performance

NAVER Z Corporation   Jul. 2022 – Nov. 2023
AI Research Engineer   *Seoul, Korea*

· Increased user acquisition rate by 92% and achieved 75% reach rate, by launching an AI profile service; Designed prompt templates; Performed thematic analysis to quantify and interpret responses
· Created a synthetic data pipeline for training human pose and facial expression architectures; Built training datasets worth $360,000; Collaborated with AI research engineers to address data limitations
· Established evaluation methods for 3D avatar facial expression architectures; Developed and executed qualitative studies, including surveys and focus group interviews with animation modelers

Ulsan National Institute of Science and Technology   Jul. 2020 – Jul. 2022
Research Assistant   *Ulsan, Korea*

· Led a research project investigating perceptions of AI-generated music; Designed and conducted quantitative and qualitative experiments with 120 participants; Performed statistical analyses, including ANOVA and t-tests, to interpret experiment data [P5]; Performed thematic analysis [P2]
· Executed qualitative research to identify user pain points and behavior patterns; Estimated the performance of demand forecasting models with public datasets; [P4], [P3], [P1]

TikTok   Oct. 2019 – Jul. 2020
Global Business Development Intern   *Seoul, Korea*

· Launched a music promotion and improved the click-through rate by 1,646% and the number of page visitors by 1,000%; Collaborated on a gaming campaign with partners, reaching 62.5 million views

PUBLICATIONS

[P5] An Empirical Study on How People Perceive AI-generated Music [paper] [presentation]
Hyeshin Chu, Joohee Kim, Seongouk Kim, Hongkyu Lim, Hyunwook Lee, Seungmin Jin, Jongeun Lee, Taehwan Kim, Sungahn Ko
CIKM 2022: ACM International Conference on Information and Knowledge Management (27.51% acceptance rate)

[P4] Learning to Remember Patterns: Pattern Matching Memory Networks for Traffic Forecasting [paper]
Hyunwook Lee, Seungmin Jin, **Hyeshin Chu**, Hongkyu Lim, Sungahn Ko
ICLR 2022: The International Conference on Learning Representations (32.26% acceptance rate)

[P3] A Visual Analytics System for Improving Attention-based Traffic Forecasting Models [paper]
Seungmin Jin, Hyunwook Lee, Cheonbok Park, **Hyeshin Chu**, Yunwon Tae, Jaegul Choo, Sungahn Ko
VIS 2022: IEEE Visualization Conference (25% acceptance rate)

[P2] Wait, Let's Think about Your Purchase Again: A Study on Interventions for Supporting Self-Controlled Online Purchases [paper]
Yunha Han, Hwiyeon Kim, **Hyeshin Chu**, Joohee Kim, Hyunwook Lee, Seunghyeong Choe, Dooyoung Jung, Dongil Chung, Bumchul Kwon, Sungahn Ko
WWW 2021: The ACM Web Conference (23% acceptance rate)

[P1] An Empirical Experiment on Deep Learning Models for Predicting Traffic Data [paper]
Hyunwook Lee, Cheonbok Park, Seungmin Jin, **Hyeshin Chu**, Jaegul Choo, Sungahn Ko
ICDE 2021: IEEE International Conference on Data Engineering (19% acceptance rate)

EDUCATION

Master of Science in Artificial Intelligence   Sept. 2020 – Aug. 2022
Ulsan National Institute of Science and Technology   *Ulsan, Republic of Korea*
Advisor: Sungahn Ko (Human-AI Interaction and Visualization Lab)

Bachelor of Business Administration   Mar. 2014 – Feb. 2019
Ewha Womans University   *Seoul, Republic of Korea*

AWARDS & HONORS

SIGIR Travel Award   Oct. 2022
The 31st ACM International Conference on Information & Knowledge Management   *GA, Atlanta*
$1,000 for travel and accommodations for 74 student presenters

Merit-based scholarship   Jan. 2022 – Aug. 2022
LG Scholarship   *Republic of Korea*
$7,000 funding for graduate research

Merit-based scholarship   Sept. 2020 – Aug. 2022
Ulsan National Institute of Science and Technology   *Ulsan, Korea*
Fully funded scholarship

SKILLS

Software skills Python (Numpy, Pandas, Scikit-learn, Matplotlib), SQL, Max MSP, Processing
Research Survey, focus group interview, thematic analysis, experiment design
Productivity Figma, LaTex, Microsoft Suite
Languages English (full professional), Korean (native), Chinese (limited working proficiency)