

Atiphan Charoenphon

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Tertiary Education

Master of Information Technology Management

Mahidol University, Thailand (2023)

GPA: 4.00 (First-Class Honors)

Bachelor of Industrial Product Design

Rajamangala University of Technology Rattanakosin, Thailand (2020)

GPA: 3.61 (Second-Class Honors)

High School – Math-Science Gifted Program

Benjamachalai School Under the Royal Patronage of

His Majesty the King, Thailand (2016)

GPA: 3.59

Professional Experience

Software Developer

Leadership Development, Charoen Pokphand Group (CP Group), Thailand

 July 2023 – Present |  40 hours/week

- Develop internal and external **web applications**, handling **front-end, back-end, interface systems, and database management**.
- Work extensively with **large datasets**, conducting coding, testing, and deployment of systems.

Store Layout Designer

TD Tawandang Company Limited (Carabao Group), Thailand

 April 2021 – June 2023 |  40 hours/week

- Designed **store interiors and layouts** to enhance spatial efficiency and functionality.
- Conducted research on **consumer behavior** to optimize product placement for improved sales performance.

Graphic Designer (Contract)

Maldives Embassy, Thailand

 September 2020 – December 2020 |  40 hours/week

- Designed **advertisements for political campaigns**, ensuring visual appeal and effectiveness.
- Developed **souvenir designs** that reflect Maldives' cultural identity.
- Created **printed media materials and annual reports**, ensuring brand consistency and professionalism.

Programming & Technical Skills

- **Languages:** Python, JavaScript, ReactJS, HTML, CSS, SQL, VBA
 - **Libraries/Frameworks:** scikit-learn, pandas, NumPy, TensorFlow, Hugging Face Transformers, Flask, Bootstrap
 - **Tools:** Git, SourceTree, Google Colab, VS Code, n8n, Excel, Power BI
 - **Databases:** SSMS, PostgreSQL
 - **Web:** RESTful APIs, JSON
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Research Experience

- Gained **hands-on experience** in **Machine Learning (ML)** and **Natural Language Processing (NLP)** through research projects, coursework, and academic publications.
 - Conducted research on **sentiment analysis of online hotel reviews in Thailand**, utilizing NLP models such as **TF-IDF**, **Google-BERT**, and **GPT-4o** in a **comparative study**.
 - Collected and processed **120,000 hotel reviews** using **web scraping** from the Agoda website.
 - Applied **classification models** including **Logistic Regression**, **Support Vector Machines (SVM)**, and **Random Forest** to improve sentiment analysis accuracy.
 - Identified **inconsistencies** between numerical ratings and textual sentiment, leading to the development of **optimization techniques (Token Length Gap and Rating Gap)**, which improved sentiment classification accuracy by **4-5%**.
 - Authored **academic papers and technical reports**, demonstrating strong **research and analytical writing skills**.
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Relevant Publications

 Tapaopong, W., Charoenphon, A., Raksasri, J., & Samanchuen, T. (2024). *Enhancing Cyberbullying Detection on Social Media Using Transformer Models*.
Proceedings of the 5th Technology Innovation Management and Engineering Science International Conference (TIMES-iCON 2024)
 **Publisher:** Institute of Electrical and Electronics Engineers Inc. (IEEE)
 **DOI:** 10.1109/TIMES-iCON12345.2024.10630719

Graduate Awards & Scholarships

 **Undergraduate Scholarship – International Support Group Foundation (ISGF)**
 **2016 – 2020** |  **Annual Value: THB 25,000**

- Awarded for **academic excellence**, supporting tuition fees during my **bachelor's degree**.
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