

Jaeyoung Choi

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EDUCATION

Sungkyunkwan University, Seoul, South Korea	Mar 2016–Aug 2021
<i>Bachelor of Arts in Library and Information Science (GPA: 3.93/4.50)</i>	GPA: 3.90/4.50
<i>Bachelor of Science in Data Analytics (GPA: 4.29/4.50)</i>	
Indiana University, Bloomington, IN	Aug 2019–Dec 2020
<i>Exchange Program in Luddy School of Informatics, Computing and Engineering</i>	GPA: 4.00/4.00

PUBLICATIONS

Workshops

- **J. Choi**, C. Han, H. Yang, Y. Hong, S. Jeon and Y. Zhu. 2021. Embedding-based Neural Network Models for Book Recommendation in University Libraries in *Workshop on AI + Informetrics* (AII2021, 2021) [Paper] [Video]

Journal Articles

- Y. Hong, **J. Choi**, C. Han, H. Yang, S. Jeon and Y. Zhu. 2021. A Study on the Development and Evaluation of Personalized Book Recommendation Systems in University Libraries Based on Individual Loan Records in *Journal of the Korean Society for Information Management* (KOSIM, 2021)
- **J. Choi**, H. Yang, H. Oh. 2020. Store Sales Prediction Using Gradient Boosting Models in *Journal of the Korea Institute of Information and Communication Engineering* (JKIICE, 2020) [Paper]

PROFESSIONAL EXPERIENCE

Research & Development Intern <i>Data Marketing Korea, Seoul, South Korea</i>	Jan 2021–Mar 2021
• Accomplished natural language processing for social media via BERT, improving 15% in performance	

TEACHING EXPERIENCE

Introduction to Artificial Intelligence (GCO-2002) <i>Teaching Assistant, Sungkyunkwan University</i>	Fall 2020
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PROJECTS

BERT for Classification of Social Media Data <i>Python</i>	Jan 2021–Mar 2021
• Designed and conducted BERT with rule-based models to improve classification of 600,000 text data on daily basis	
• Optimized deep learning model to discover potential customers opinion using PyTorch	
Recommendation System for Sungkyunkwan University Library <i>Python</i>	Oct 2020–Mar 2021
• Supervised by Professor Zhu Yongjun, Sungkyunkwan University, Seoul, South Korea	
• Composed embedding based neural network book recommendation system for 34,335 students and 206,089 books	
• Utilized 662,402 loan records by embeddings of book metadata and user data through RoBERTa and Efficientnet	
Store Sales Prediction Using Gradient Boosting Models <i>Python</i>	Jun 2020–Dec 2020
• Supervised by Professor Oh Hayoung, Sungkyunkwan University, Seoul, South Korea	
• Applied machine learning algorithms and missing data processing methods to sales data of 1,966 stores	
• Computed gradient boosting tree algorithms: XGBoost, LightGBM, CatBoost to predict future sales	
Prediction of Seoul Public Bike Usage <i>Python, R</i>	Mar 2019–Jul 2019
• Problem solved predictions for 433 public bike stations in Seoul on daily basis	
• Devised prediction models of statistical analysis, machine learning and neural networks with entity embedding	

HONORS AND AWARDS

Co-deep Learning Project 3rd Place , <i>Sungkyunkwan University, Seoul, South Korea</i>	Feb 2021
Data Creator Camp Hackathon 3rd Place , <i>National Information Society Agency, Seoul, South Korea</i>	Oct 2020

SKILLS

Programming: Python, R, SQL, HTML, Qgis
Language: English(Fluent), Korean(Native)