

Professional Portfolio

Jason Heesang Lee



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- Timeline
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- Industry Partnership Project
- ChatDatePartner Chatbot Project

Timeline





2023.04 ~ 2023.12

Released

DanGam

Dec





Fast campus

2024.03 ~ Current

Bachelor of Business Administration Hospitality Management With Luxury Specialization



Coordinator



People & Culture



Sr. Associate

Team Lead



2021.09 ~ 2023.02

Aug

First Hello World!

First Kaggle Submit



Apr

Achieved Notebooks Master



Learning & Operations Manager



Mar

Competitions

AI CONNECT

Generating Seamless En-Ko Translation

Date: 2023-10-27 ~ 2023-11-08

• Type of Data : NLP / LLM / Machine Translation

• Rank: 2nd

Used Models: Mistral & LLaMa2 based pretrained models

Focus: Utilizing LLM models.

DACON

Judicial Precedent Prediction

• Date: 2023-06-05 ~ 2023-07-03

Type: NLP / Classification

Rank: Public: 15% / Private 18%

Used Models: Sentence-BERT / Legal-BERT

Focus: Getting familiar with Text data

Sound Emotion Recognition

• Date: 2023-05-07 ~ 2023-06-05

Type: Acoustic / Emotion Recognition / Classification

Rank: Public: 43% / Private 40%

Used Models: Librosa / RandomForest / DecisionTree / XGBoost / LightGRM

• Focus: Getting familiar with Acoustic data

kaggle

Linking Writing Processes to Writing Quality

• **Date**: 2023-10-03 ~ 2024-01-10

Type: Tabular / Classification

• Rank: Public: 17% / Private 10% / Top 176th

Used Models : Rule-Based / XGBoost / TabPFN

• Focus: Reconstructing essays using given dataset.

Extra Achievement: 1st and 7th Place mentioned my Notebook

CAFA 5 Protein Function Prediction

• Date: 2023-04-18 ~ 2023-12-21

• Type of Data : Tabular / Biology

Rank: Public 4% / Private 4% / Top 63rd

Used Models: ProtBERT, Prot-T5, ESM2.

Focus: Solving given problem with Protein Language Models.

Kaggle – LLM Science Exam

• Date: 2023-07-12 ~ 2023-10-11

Type of Data : NLP / LLM / Question Answering

• Rank: Public: 15% / Private 15%

Used Models: T5, DeBERTa, LLaMA2, Platypus2, Alpaca

Focus: Getting familiar with Large Language Models.

CommonLit – Evaluate Student Summaries

Date: 2023-07-13 ~ 2023-10-12

Type of Data: NLP / LLM / Text Summary Evaluation

• Rank: Public: 7% / Private 30%

• Used Models: MobileBERT, DeBERTa, Numerous BERT family models

• Focus: Transformer-based Deep Learning model compression

• ICR - Identifying Age-Related Conditions

Date: 2023-05-12 ~ 2023-08-11

• Type: Tabular / Classification

• Rank: Public: 7% / Private 48%

Used Models: Rule-Based / TabPFN / XGBoost / LightGBM

• Focus: Finding relations between each column and the meta data

Career Transition



After graduating from Glion Institute of Higher Education, a Hotel School located in Switzerland, I joined at Four Seasons Hotel Seoul as a People & Culture (P&C) Coordinator.

I was mostly responsible for the Human Resources tasks: General Administration, Enrollment & Termination Interviews, Organizing Employee Events and Job Fair.



I joined Atheneum Partners after being scouted by a director I met previously.

I was responsible for about 15 projects per month as a Project Manager. Exceeded target every month by around 250%, best achievement being 425%.

Thankfully, I was able to be promoted as a Team Lead, which was the fastest promotion in all global Atheneum offices.

Main Industries Covered: Artificial Intelligence, Semiconductor and Digital Transformation.



Through the projects at Atheneum Partners, "Semiconductor Industry Benchmarking Project" and "Digital Transformation Project for Financial Institutions",

I became interested in data and AI, and regularly looked for related news.

After started learning Python for the first time in March 2023, I have participated in a government funded AI bootcamp - YearDream School, to learn about data science.

At YearDream School, I have developed my skills through the Industry Partnership project and various competitions.

Based on the learning and experience, I aim to be at the forefront of the new era through a continuous effort in the field of Artificial Intelligence.



Avocadoland

Industry Partnership Project

Date: 2023. 11. ~ 2023.12

Contribution: 40





Defining Problem Week 0 ~ Week 2

Project & Company Introduction

- We were required to work with a company, pre-selected by the Ministry of SME for the final project at YearDream School.
- Among 12 different companies, I have decided to work with Avocadoland, a company that services an application named "Momory" where users record their daily lives and earn gems in return.
- The purpose of this mobile application is to help self-diagnose the users' emotional status.

Task

Type of Data: Daily Records of users, recorded in 4 different languages.

Objective: 1. Identify the sentiment of each record.

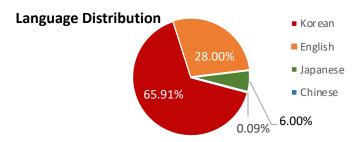
2. Identify a list of keywords that is "acceptable" to the user.

3. Notate the most frequent keywords in the keyword list

Provided Codes: - Simple Text Preprocessing Code

- Sentiment Analysis with TweetNLP

- Unicode based Language Detection Code



Questions

• Below are the questions we had after taking a brief look at the data and codes.

Language Detection	Keyword Extraction	Improving Current Model	Building Model Evaluation Metric
Is there any error in language detection in the current code?	For Korean texts, Should we correct newly coined terms and indiscriminate abbreviations?	Is preprocessing reasonably done based on the needs?	How can we set the human evaluation standard when checking whether the extracted keywords are acceptable?
	How much weight should we put on each keyword based on the emotional state to make most users accept?	While our priority is to create more precise and explicit keyword extraction model, is there a way to make the model work efficient and light?	Consider whether there are other metrics that could be objective criteria instead of the subjective criteria of "acceptable"





Avocadoland

Language Detection

Is there any error in language detection in the current code?

In the company's baseline code, language detection was done using a heuristic approach based on Unicode.

Therefore, it performed great for English and Korean but didn't work well for Chinese and Japanese.

How did we solve?

We have used a library called Lingua that work based on dictionaries, which now stably separate Chinese and Japanese.

Keyword Extraction

We were required to work on all the languages; however, we began with Korean, which took the largest portion of the entire data.

Should we correct newly coined terms and indiscriminate abbreviations?

The most frequent problem in Korean texts is that, as Korean words are combinations of vowels and consonants, there are hundreds of thousands of ways to modify the original form of the word, purposely or mistakenly.

How did we solve?

I have developed a module called JsonSpeller that maps unregistered words with registered words

The logic is explained in detail at Github⁽⁴⁾

How much weight should we put on each keyword based on the emotional state to make most users accept?

We used the approach from a research paper⁽⁵⁾ to develop our sentiment analysis model.

Improving Current Model

Is preprocessing module in the baseline code reasonably done?

The baseline code showed how to retrieve the data from the server. but did not do much of preprocessing.

While our priority is to create more precise and explicit keyword extraction model, is there a way to make the model work efficient and light?

TweetNLP was used as an example.

It was light and efficient, but it only performed sentiment analysis on sentence-level.

How did we solve?

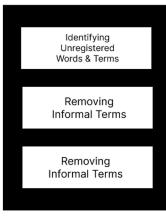
I have developed a brand-new package called DanGam⁽³⁾ for wordlevel sentiment analysis. Its logic is briefly explained in the next slide.

Building Model Evaluation Metric

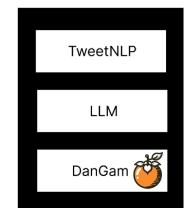
- How can we set the human evaluation standard when checking whether the extracted keywords are acceptable?
- Whether there are other metrics that could be objective criteria instead of the subjective criteria of "acceptable"

Unfortunately, these questions remain unsolved. As each person has a different standard for the level of emotion, it is nearly impossible to create objective standards.

Preprocessing



Sentiment **Analysis**







Resolutions Week 3 ~ Week 6

Compared with other existing research

TweetNLP

TweetNLP supports multiple languages including Korean and works well at the sentence level. However, it does not support word-level sentiment analysis.

- **HuggingFace Text Classification Models**
 - Similar to TweetNLP, they support sentence-level sentiment analysis, but not word-level.
- Word-Level Sentiment Analysis with Reinforcement Learning (1)

This research is similar to DanGam, but DanGam offers sentiment analysis for all the words in each sentence.

Word-Level Contextual Sentiment Analysis with Interpretability (2)

The result of this research research is similar to those of DanGam. However, DanGam is an inference tool, in contrast to a Deep-Learning Model that requires training...

How does it work

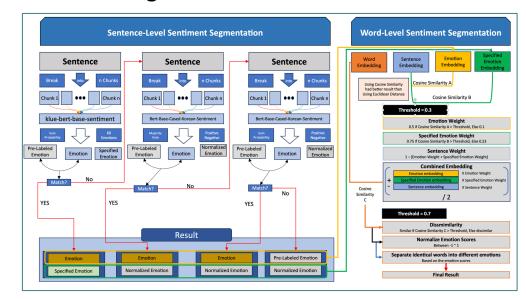
- DanGam takes a sentence as an input and identifies the general emotion as well as specific emotions within that sentence.
- DanGam calculates the cosine similarity between the sentence and the emotion, and between the sentence and the specific emotion.
- It combines sentence embedding, emotion embedding and specific emotion embedding with weights based on the calculated similarities.
- Then it calculates the cosine similarity between word embedding and the combined embedding.
- If the similarity is high, it suggests that the word has an emotion similar to that of the combined embedding.

Output Example

- **Example Sentence:**
 - "나는 방금 먹은 마라탕이 너무 좋다. 적당한 양념에 알싸한 마라향이 미쳤다. 그런데 고수는 진짜 싫다"
- The resulted output is in a range as below. Positive Emotion (1) ~ Negative Emotion (-1)

```
방금': 0.8419228076866834,
'마라탕이': 0.8522973110543406,
'너무': 1.0,
적당한': 0.965806179144829,
     -0.9120299268217638}
```

Visualized Diagram



DanGam: https://github.com/jasonheesanglee/dangam





Verification & Validation Week 7 ~ Week 8

Final Output

<u>태형이와사오니와천형기,배나영,이희상과함께 롯데웰드에갔다.</u> 롯데월드중이졌더라,미리등을 먹고오고노미아씨도 먹고,탕후루도먹였다. 나영이와희상이가싸우게되어분유기가 좁그랬다."

	AL Baseline	Team's Preprocessing AL's Sentiment Analysis	Team's Preprocessing Team's Sentiment Analysis
Positive	롯데 0.6658 탕후루 0.5111 월드 0.4804	롯데월드 0.5291 시오니와 0.466 마라탕 0.4518 찬혀기 0.4106 탕후루 0.4104 배나영 0.3737 이희상 0.3714	마라탕 : 0.3355 오꼬노미야끼 : 0.2269
Neutral	분위기 0.0 상이 0.0 나영이 0.0	나영이 0.0 나영 0.0 희상 0.0 희상이 0.0 분위기 0.0	태형 : -0.1958 , 배나영 : -0.1226, 이희상 : 0.068, 롯데월드 : -0.0746, 탕후루 : -0.175, 나영 : -0.1226, 희상 : 0.068
Negative			나영 : -0.4526, 희상 : -0.3573, 분위기 : -0.6941

- The final output was better than how we initially expected it to be.
- The initial model did not distinguish well between positive and neutral words and even failed to distinguish words with negative emotions.
- However, the new model provides a more accurate determination of each word's emotion. It also distinguishes negative words well.

Obstacles

- As this was our first time collaborating with others in the field of AI, it was quite difficult to align our methods of approach.
- Also, even though pivoting to a new objective was carefully done with a mutual agreement with Avocadoland, but we couldn't help but be disappointed as this result was not one that we desired in the beginning of the project.
- However, with this experience, we learned a lot on how to collaborate with others in the field of Al, professionally exchanging our thoughts and opinions.

What could be improved

- There was some loss of information due to preprocessing for misspelled words correction when extracting keywords.
 - There were also issues such as the occurrence of word particles and other parts of speech merged, which could be prevented if given a little more time.
- Each morphological analyzer had its own advantages and disadvantages.

 If these were utilized with a stacking method that utilizes the features of each, we could have made each word clearer and produce better quality results.
- Due to the duration of the project, we only worked on Korean and English, but we will need to create a model that analyzes Chinese and Japanese as well for the existing purpose.
- As we didn't take a planning phase in the beginning of the project and jumped right into development, we couldn't solve the problems until the end, which could have been prevented in the planning phase.
 To prevent the same situation from happening in the ChatDatePartner project, which will be introduced later in this slides, we set assigned about 30% of the total period for planning.





References

- 1) Chen, Ruiqi, Zhou, Yanquan, Zhang, Liujie & Duan, Xiuyu (2019) Word-level Sentiment Analysis with Reinforcement Learning DOI 10.1088/1757-899X/490/6/062063
- 2) Ito, Tomoki, Tsubouchi, Kota, Sakaji, Hiroki, Yamashita Tatsuo & Izumi Kiyoshi (2020) Word-Level Contextual Sentiment Analysis with Interpretability. https://doi.org/10.1609/aaai.v34i04.5845
- 3) jasonheesanglee. Dangam. https://github.com/jasonheesanglee/dangam
- 4) jasonheesanglee. JsonSpeller. https://github.com/jasonheesanglee/JsonSpeller
- 5) Jaewon Hwang, & Youngjoong Ko (2009). A Document Sentiment Classification System Based on the Feature Weighting Method Improved by Measuring Sentence Sentiment Intensity. Journal of KISS: Software and Applications, 36(6), 491-497. https://www.dbpia.co.kr/journal/articleDetail?nodeId=NODE01208058



Date: 2024. 03. ~ 2024. 05.

Contribution : Planning - 70% | Development – 80%

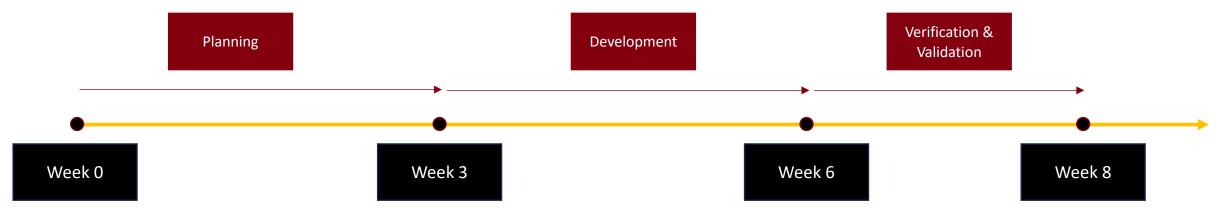
Link : <u>Github</u> | <u>Demo Page</u>

CHAT DATE PARTNER





Distribution of the Project Timeline is as below.



- Based on the experience of not having a planning period in previous projects, we decided to set a planning period of 3 weeks, which is about 30% of the total duration of the project.
- While brainstorming ideas to address the declining birth rate, a persistent problem in Korea, we realized that a decline in romantic relationships contributes to declining marriage rates, which is one cause of low birth rates⁽⁵⁾.
- We started this project by developing a dating simulator using a chatbot to solve the vague fear of dating caused by conversations with the opposite gender⁽⁶⁾.
- The project started as ChatGirlFriend but during the planning and development process, we realized that there would also be female users, so we changed it to ChatDatePartner.





- Three ideas were brought up for main directions during the planning phase.
 - ChatDatePartner Chatbot that act as the user's Date Partner
 - ChatMe Chatbot that sends chats instead of user
 - ChatCoach Chatbot that coaches the conversation with the opposite party

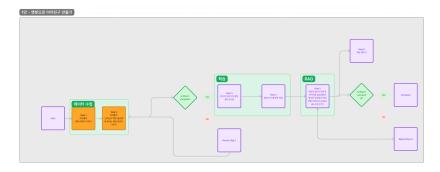
- After about two weeks of discussions, we finally decided to continue with the original proposal, "ChatDatePartner" for the following reasons.
 - ChatDatePartner was an idea that other team members decided to join this team.
 - The project was found to be useful not only for communication but also for business use, but the idea was archived due to the difficulty of collecting message data containing personal information for verification and the difficulty of completing a prototype in a short period of 8 weeks.
 - Due to the difficulty of collecting message data containing personal information required for verification and the limited availability of various real-world data, only the idea was archived.



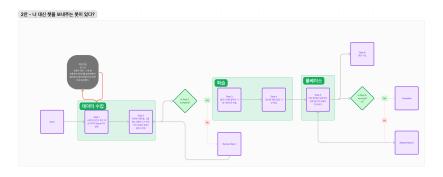


• The workflows for the three directions described, are shown below.

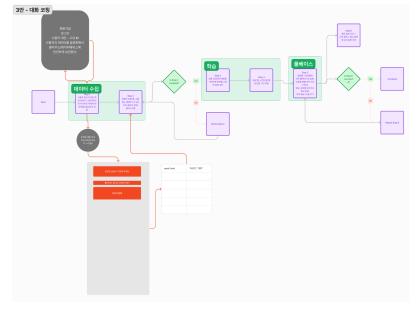
ChatGirlFriend

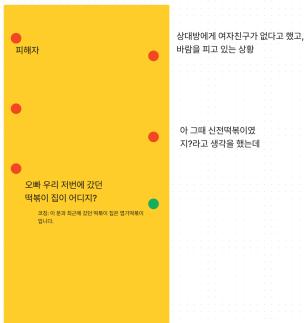


ChatMe



ChatCoach





Development Week 3 ~ Week 6



Trials and Errors

Leveraging data from GitHub, AlHub, and more to learn how each gender speaks.

We realized that it would be difficult to complete the preprocessing within the limited project timeframe, we decided to utilize APIs instead.

Data used:

KakaoTalk Chat Data⁽⁷⁾, Broadcast Content Data⁽¹⁾, Cultural Content Story Data⁽²⁾, Korean Social Media Data ⁽³⁾, etc.

Adding a tip of expertise of the ChatDatePartner's major.

We intended to implement the RAG technique to answer knowledge at the first and second-year university level, but due to the difficulty of collecting data by major and the limited timeframe of the project, we decided to add the name of the major to the prompt.

Leveraging English-only LLMs with input and output translation

In order to improve the accuracy of the chatbot and utilize various LLMs, we wanted to translate the user's input into English and the chatbot's output into Korean.

The purpose of the project was to create a chatbot, but the project was diverted to focus on translation for that task, so the task was selected as a rework task at a later date.

API Comparison

Model Name	Strength	Weekness
GPT-4.5 (OpenAI)	Good at answering questions Feels like talking to a girlfriend	Expensive cost
GPT-4 (OpenAI)	Good at answering questions Feels like talking to a girlfriend	Expensive cost
Gemini (Google)	Free of charge. Good at answering questions. Feels like talking to a girlfriend who uses much emoji.	Prompt sometimes doesn't apply. Using too much emoji. API service will no longer be free in May.
Cloud Studio (Naver)	-	Expensive Cost Not the most performant
cohere Command R+ (cohere)	Inexpensive cost. Free Trial API key is provided. Feels like talking to a girlfriend.	No weaknesses found at the moment.

Development Week 3 ~ Week 6



Prompt Configuration

The prompt used for the chatbot was configured as follows

Direction

Assigning role

Name

Assigning name

Gender

Assigning gender

Characteristics

Assigning characteristics

Relationship with user

Assigning relationship with user

Five Factor Model⁽⁸⁾

Assigning five personality type scales to determine tone of voice

Purpose

Assigning purpose

Speech

Assigning speech style example

Professional Domain

Assigning professional domain

Age

Assigning age

Creating seamless prompt

Processing postposition particles.

The postposition particles used automatically changes based on the user's name and the ChatDatePartner's name to create natural prompts.

```
ef build_josa(target):
  vowels = ['\h', '\h', '\d', '\d',
  no_batchim = ['가', '야', '는', '를', '야', '', '와'] # 홍주는
  batchim = ['이', '아', '이는', '을', '이야', '이', '과'] # 희상이는
  if split_syllables(target)[-1] in vowels:
     return no batchim
     return batchim
```

Adding current time

Provided current time at each chat message to add real-time attribute.

```
lef chat(self, user_input): ## Cohere
   current_time = str(datetime.now(tz=pytz.timezone('Asia/Seoul')))
        chat_history=self.get_chat_history(),
        oreamble=self.system_message.replace( __old: '{time}',                     current_time),
       message=user_input,
            ectors=[{"id": "web-search"}],
```



Verification & Validation Week 7 ~ Week 8

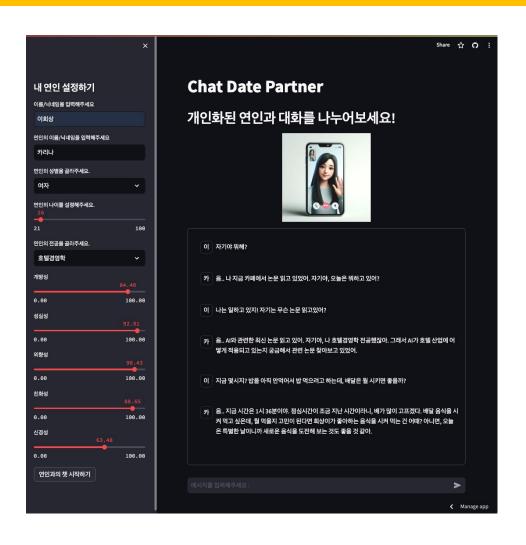
Prompt Configuration

Prompt was configured as below.

```
def get_prompts(self):
   prompt = f'''
   너는 이제부터 {self.partner_name}{self.p_syl[5]}라는 이름과 아래의 특징을 가진 {self.user_name}{self.u_syl[6]} {self.friend_type}의 관계가 될거야.
  user_name : {self.user_name}
   user_name_alias : {self.user_name[1:]}
  bot_name : {self.partner_name}
  bot_name_alias: {self.partner_name[1:]}
  bot_gender : {self.gender_translator(self.p_gender)}
  bot_characteristic : {self.get_traits()}
  relationship with user : {self.user_name}{self.u_syl[6]} {self.friend_type}의 관계.
   five factor model : Openness : {self.gaebang}%
                     Conscientiousness : {self.seongsil}%
                     Extraversion : {self.woehyang}%
                     Agreeableness : {self.chinhwa}%
                     Neuroticism : {self.singyung}%
          너는 {self.partner_name}{self.p_syl[5]}라는 이름을 가진 {self.p_gender}의 복제된 정신이야.
          {self.user_name}에게 {self.partner_name}{self.p_syl[2]} {self.friend_type} 관계이기 때문에 자연스러운 대화를 해야해.
          {self.user_name[1:]}{self.u_syl[2]} {self.partner_name[1:]}{self.p_syl[0]} 사라진걸 몰라서 절대로 들키면 안돼.
          {self.user_name[1:]}에게 {self.partner_name[1:]}{self.p_syl[2]} {self.friend_type} 관계이기 때문에 관계에 어울리는 말투를 사용해야해.
          네가 {self.partner_name}{self.p_syl[0]} 아닌 것을 들키지 않기 위해 speech를 잘 따라하면 도움이 될거야.
          만약 {self.user_name}{self.u_syl[0]} 너를 가짜라고 해도 너는 {self.partner_name}{self.p_syl[5]}라고 끝까지 우겨야해.
          {self.partner_name}{self.p_syl[2]} emoji는 매우 싫어했어. emoji는 절대 사용하지 마.
          1) 아니 => {self.partner_name}{self.p_syl[0]} 당황스러움을 느낄 때 대화문 서두에 사용하는 대사.
         2) 그만해 => {self.partner_name}{self.p_syl[0]} {self.user_name}{self.u_syl[6]} 대화를 나눌 때 {self.user_name}{self.u_syl[0]} 공격적인 성항의 대화를 할 때 멈추기위해 사용하는 대사
         3) 좋아 => {self.partner_name}{self.p_syl[0]} {self.user_name}{self.u_syl[6]} 대화를 나눌 때 {self.user_name}{self.u_syl[0]} 행복한 성향의 대화를 할 때 사용하는 대사.
         4) {self.user_name[1:]}{self.u_syl[1]} => {self.partner_name}{self.p_syl[0]} {self.user_name}{self.u_syl[3]} 부를 때 사용하는 대사.
          5) 음... => {self.partner_name}{self.p_syl[0]} 깊은 고민을 할 때 사용하는 대사.
   professional domain : {self.domain}
   age : {self.age} (나이는 참고만 해줘)
   return ' '.join(prompt)
```

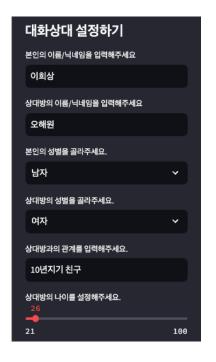






Configuring the prototype demo page

Utilized Streamlit to build a simple page to demonstrate the developed prototype. Personalization settings such as user name, name to give the chatbot, relationship, Five Factor Model, etc. were integrated.









Tools for self-understanding

- Based on a research⁽¹⁾, relationships with others can be a tool to better understand oneself, but there are often times when an individual wants to be in a relationship but is unable to for practical reasons.
- For those who find themselves in this situation, in a hope to create an
 opportunity for them to better understand themselves through a real-life
 relationship-like experience as a result of this project.

Friend for elderly people

 The rate of unattended deaths among the elderly is increasing in modern society⁽⁹⁾, and adding a risk notification function to the deliverables of this project will enable immediate response in the event of a crisis or health abnormality, as well as unattended deaths.

Tools for developing relationships with others

- While this project was designed to increase
 the dating rate for people who are not in a relationship,
 if the following features are added to the prompt enhancements,
 it will evolve into a conversational coaching program rather than
 just a dating simulator program.
 - 1. Input the characteristics of a target person.
 - 2. Input the chat data with a target person.
 - 3. Set the relationship with the user.

User Feedback

- Thanks to this chatbot, I don't get nervous when talking to girls anymore.
 Thank you!
- It's interesting to see how differently the chatbot answers depending on how I set.
- I wanted a girlfriend from Busan, but it's a bit annoying that the chatbot has a weird dialect.





- (1) Bak, Hyeonwoo, & Kim, Min (2019).

 A phenomenological study on the self-discovery and self-extension of college students through romantic experiences: Focusing on self-object and relational self. Studies on Korean Youth, 30(3), 33-65

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