Jin Hyun Cheong

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I have 6+ years of experience leading and working in teams to analyze neural, behavioral, and human interaction data for scientific and social insights. I enjoy participating in hackathons and helping local businesses make data-driven decisions.

EDUCATION

Dartmouth College, NH
2015 - 2021 | Hanover, NH
Cognitive Neuroscience PhD candidate in Computational Social and Affective Neuroscience lab.

Princeton Neuroscience Institute
2013 -2015 | Princeton, NJ
Research Specialist in cognitive decision neuroscience lab.

Princeton University
2007 - 2013 | Princeton, NJ
BA in Psychology with honors, and certificates in Finance and Neuroscience with honors.

ACTIVITIES

Towards Data Science
Medium.com
Contributing writer (10K+ views, 33% read ratio), medium.com/@jinhyuncheong

Dartmouth Graduate Consulting Group
Dartmouth College
Pro bono consultant for local restaurants and retail stores.

Teaching Assistant
Dartmouth College
Designed and instructed labs for coding, statistics, and machine learning, and lectured psychology to classes of 30 to 100 students.

Magnuson Center for Entrepreneurship
Dartmouth College
Organized talks, panel discussions, and social events to promote entrepreneurship among student startups and local VC firms.

PROGRAMMING

Python, R, SQL (familiar), web development (Flask, JavaScript, Vue.js, FirebaseDB, MongoDB), containers, clusters, G Cloud.

PROJECT EXPERIENCES

Data analytics consulting for local businesses, Dartmouth

- Initiated, developed, and deployed mobile & web apps using computer vision, deep learning, and cloud computing for real time queue length estimation, trend analysis, and inventory tracking, for a campus cafe.
- Achieved 25% market penetration rate (1K+ app downloads & 300+ daily users) and decreased line variability by 28% while increasing customer visits by 13% at the campus cafe.
- Identified co-occurring purchases using sales data for product layout recommendations and implemented sensors to record store visits, demographics, and conversion rates at a local retail store.

Predicting social behavior with facial expressions, Dartmouth

- Developed facial expression models of social emotions (regret, guilt, and pain) and analyzed how their elicitations impact social interactions and interpersonal decisions.
- Predicted development of social connections between individuals using temporal and spatial synchrony of emotional expressions.
- Identified latent affective states from neuroimaging data using dimensionality reduction techniques and Hidden Markov Models.
- Developed and contributed to open source statistical analysis packages for facial expressions, human pose, and brain data.

AWARDS

First Place in Thayer Consulting Case Competition, Dartmouth
- Pitched proposal for a personalized meal recommendation system for WholeFoods, sponsored by Google and McKinsey & Co. (2019).

Dartmouth Entrepreneurial Network Business & Innovation Award, Second Best Hack, and Best Community Hack Awards, HackDartmouth
- Awarded for a queue estimation app (2016), an encrypted experience sharing and matching app (2018), and a restaurant menu recommendation app using collaborative filtering (2019).

Best Research Talk and Poster Awards, International Conferences
- Best Flash Talk award at the Society for Affective Science (2018) and poster awards at the Social & Affective Neuroscience Society (2019, 2017) and Association for Psychological Science Convention (2017).

Artificial Intelligence (AI) Grant Fellow, AI Grant
- Received $22,500 in funding and computing credits to develop a crowdsourced cell classification and segmentation dataset (2018).