

Joanie Hayoun Chung

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EDUCATION

Korea University

Major: Business, Statistics

Expected Graduation: Feb 2026; GPA: 4.23/4.5

Mar. 2021 – Present

Seoul, Korea

Copenhagen Business School

Exchange Student

Aug. 2023 – Dec. 2023

Copenhagen, Denmark

WORK EXPERIENCE

LIM Lab, under Prof. Sungbin Lim

Student Intern

Jan. 2025 - Present

Seoul, Korea

- Participating in research on causal discovery and deep generative models
- Currently developing an agentic system for causal analysis that integrates human decision-making in complex databases

Korea University Business School, under Prof. Woochan Kim

Research Assistant

Sep. 2024 – Feb. 2025

Seoul, Korea

- Developed an LLM-based system to extract corporate governance indicators—such as shareholder rights and board structure—from unstructured disclosures across 800 KOSPI/KOSDAQ-listed firms (2000–2023), using data from DART and KIND.
- Automated large-scale crawling and parsing of annual and shareholder reports, and standardized variable definitions across evolving document formats to ensure 24-year longitudinal consistency.

Unmet People Co., Ltd

Intern, Brand Strategy Team

Apr. 2023 – Jun. 2023, Feb. 2024 – Mar. 2024

Seoul, Korea

- Initialized a rebranding strategy for a coffee brand by analyzing communication strategies and spatial experiences.
 - Categorized and reviewed strategies of premium brands to derive concept triggers and analyzed specialty coffee benchmarks
 - Incorporated insights from internal workshops to create concept keywords and internal branding strategies

Perception

Intern, Brand & Spatial experience consulting team

Jan. 2023 – Mar. 2023

Seoul, Korea

- *Proposed spatial concept options based on deriving benchmark criteria of corporate HQ's public space planning:*
 - Carried out case studies on key features of 50+ corporate HQs and public spaces to set 5 key benchmark criteria
 - Operated creative workshops with clients and participated in the proposal of spatial concepts and overall documentation

HONORS & AWARDS

K-Data Science Hackathon – 3rd Prize

Nov. 2024

- Designed a system integrating ML, NLP, and LLM to predict legislative bill approvals and provide automated feedback reports.
- Achieved 91% training accuracy using LightGBM, addressing data imbalance with SMOTE and feature engineering for sponsor and societal context variables.

KUBS CDTB Data Analytics for Business – 3rd Prize

Nov. 2024

- Designed a data-driven solution for optimizing reusable cup deposit • collection system in Seoul
- Constructed and refined datasets engineered key variables, and modeled profit metrics.
- Applied Maximum Covering Location Problem (MCLP) algorithms to optimize collection point locations and visualized profitability based on recovery rates and operating costs.

KB Financial 6th Future Finance A.I. Challenge – 3rd Prize

Aug. 2024

- Designed a supply chain visualization service using LLMs to extract and analyze supplier, customer, and affiliate relationships from corporate disclosures, enabling intuitive stakeholder mapping and risk assessment.
- Developed a sensitivity tracking algorithm to predict the impact of news events on related company stock performance, through real-time sentiment analysis.

LangChain KR x NAVER Cloud Generative AI Service Development Competition - 3rd Prize

June. 2024

- Developed a chatbot returning likability scores and natural conversations, utilizing models as HyperClova X and KcELECTRA

Korea University Business School Social Value Research Contest - 1st Prize

Jan 2023

- Analyzed carbon emission management of the automobile and steel industry, focusing on sustainable supply chain management
- Coordinated an interview with the Tier-1 company's ESG managers and assessed the relationship between cross-tier players

ACTIVITIES

KUBIG, Korea University Data Science & Artificial Intelligence Student Union
President & Deep Learning Team

Jan. 2024 – Present
Seoul, Korea

- Trained in applying data-driven problem-solving techniques and AI tools to develop tailored solutions for diverse challenges.
- Deepened expertise through hands-on study of machine learning frameworks, integrating theory with real-world applications.

Sustainable Development Program for Young Global Leaders(SDP)
Research Team & Seminar Lead

Jan 2021– Feb 2022
Seoul, Korea

- Project MaPPPing Phase 3, 4 ‘Failure Map’
 - Developed a map visualizing the failures of PPP (Private-public partnership) projects in collaboration with the World Bank.
 - Reviewed real-time articles on listed projects and organized dashboard materials to deliver insights from the failures
- ‘The CliMATE Conference’ on circular economy
 - Organized the conference, collaborating with international students (Anahuac University, Ritsumeikan APU)

SKILLS & QUALIFICATIONS

Language Proficiency	Native in Korean, Fluent in English, Intermediate in Japanese
Technical Skills	Proficient in Microsoft Office, Skilled in Python and Statistical Tools(R, SPSS),
Certifications	SQL Developer (SQLD), Advanced Data Analytics Semi-Professional (ADSP)