John Heyjun Lee

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SKILLS

Databricks, Kyligence, Tableau, Google Analytics, SQL, Optimizely, C, C++, Python, GIT , eCommerce , Business Operations, Product Management, scikit-learn, SEO, Linux, Excel, R, Agile Work, Machine Learning, Google Colab, Pandas

EDUCATION

University of Toronto (St. George Campus)   September 2019 - Present
Bachelors of Applied Science(BASc) in Computer Engineering with a Minor in Engineering Business

Relevant Courses: Algorithms and Data Structures, Operating Systems, Markets and Competitive Strategies, People and Organisational Behaviour, Applied Fundamentals of Machine Learning, Software Design and Communication

EXPERIENCE

Kijiji **- *Data Analyst Intern***   May 2022 - August 2023 (16 months)
- Collaborated with marketing, product and finance teams to deliver data driven insights and support in areas like CRM, A/B Testing, customer segmentation/discovery and lead attribution
- Completely redesigned and re-documented the VDM architecture of Kijiji Autos to speed up monthly reporting by 300%, improve data accuracy and remove redundancies
- Built, managed and maintained data pipelines that were mission critical for reporting purposes
- Created an automated VDM QA system that pulls daily site vibrancy metrics and alerts a slack channel when it detects a significant change in those metrics
- Produced data visualisations and presented data stories for various stakeholders in the business to pitch new product features or marketing strategies
- Completed ad hoc analysis in the form of user list pulls, spreadsheets or dashboards for product, marketing and finance teams to assist in areas like CRM user lists and marketing campaign success monitoring
- Worked on a team to produce an NLP model to analyse listing caption's sentiments and evaluate their efficacy

Brew **- Director of Engineering Programming**   Aug 2021 - May 2022 (10 months)
- Pioneered a brand new program to assist highschool students interested in engineering navigate through university
- Planned and coordinated monthly events and workshops to aid students in choosing a major, the application process, networking skills, university life and more, collaborating with the other program directors to offer joint events when possible
- Oversaw the work done by the Brew engineering team when preparing for the monthly events

180 Degrees Consulting - **Consultant**   Sept 2021 - Jan 2022 (5 months)
- Helped the Australian Charity "The Pushup Challenge" expand its outreach globally, starting with Canada
- Worked on a marketing strategy, go-to-market strategy as well as an implementation strategy
- Collaborated with other consultants to produce an analysis and recommendation, deliverable skeletons as well as a final deliverable in the form of a presentation to the client

Snaccysnacks (snaccysnacks.com) - **Founder and CEO**   May 2021 - Nov 2021 (7 months)
- Started an e-commerce business that sells freeze dried candy online using the Shopify platform
- Planned and implemented the marketing strategy on social media platforms like Instagram, Facebook and Tiktok
- Coordinated fulfilment logistics to provide customers in the GTA with $5 same day delivery
- Implemented SEO strategies on my website to drive web traffic

PROJECTS

Kijiji Autos VDM Architecture Redesign   *SQL, Google Sheets, Confluence*
- Recreated the previous VDM architecture to remove redundancies and speed up processes through thorough documentation and a hierarchical table structure

Kijiji Autos User Segmentation   *Databricks, SQL, Python(Pandas, scikit-learn), Tableau, Google Analytics, Google Sheets*
- Prepared tables of user data to be used in customer segmentation
- Utilised the Isolation Forest unsupervised machine learning algorithm to remove anomalies in the dataset
- Segmented users using the K-Means clustering algorithm
- Created a Tableau dashboard of segment performance so marketing and product teams can track user health metrics

Toureasy, A Map for Tourists   *C++, OSM Database, GTK, Git*
- Pull, clean and store data for Toronto from the OSM database to be used in the map application
- A tourist-friendly map application showing information for different cities around the world. Implemented A* pathfinding algorithm, and a version of travelling salesman problem to find optimal paths between two points.

FEN Output of a Chess Board using Machine Learning   *Python, Pytorch, Numpy*
- Used the YOLOv5 machine learning architecture to create a convolutional neural network(CNN) that outputs the Forsyth-Edwards Notation of an inputted graphical chess board. Utilised various data processing techniques on a dataset that included 10,000 images of random chess boards to aid in the training of the artificial neural network. Achieved a final accuracy of 93% on the teams random testing dataset of images