Jongbok Won

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RESEARCH INTEREST	My research interests are in the area of NLP, AI Ethics, and computational social science. My research goal is to explore and advance methods for **personalized language modeling** through **preference optimization** and **alignment techniques**. Specifically, I aim to develop algorithms that enable effective personalization of language models by aligning them with individual user preferences.

EDUCATION

Hanyang University, Seoul (South Korea)
B.A. Political Science and International Studies
GPA: 3.93/4.50 [Cum Laude]   Mar. 2014 - Aug. 2022

RESEARCH EXPERIENCE

Hanyang University, Seoul (South Korea)
Industrial Data Science Lab   Jul. 2024 - Present
- Research Assistant

WORK EXPERIENCE

Raon D&C, Seoul (South Korea)
Business Strategy Consulting   Mar. 2021 - Jun. 2023

PUBLICATIONS

Poli-Spectrum: A Spectral Approach to Political Stance Detection
Jongbok Won, Misuk Kim
KDMS (Korea Data Mining Society)   Nov. 2024

PROJECTS

Technology Development of Cloud-based No-code Frontend Tools
(IITP) *Research Project with* BI Matrix & KETI   Aug. 2024 - Present
- Intent identification based on user queries.
- Retrieval of relevant information from the database.
- Generate responses through algorithm development.

HONORS & AWARDS

Best Paper Award : KDMS (Korea Data Mining Society)   Nov. 2024
OK Bae & Jung Scholarship : 30M KRW equivalent to 20,000 USD   Mar. 2019

TECHNICAL SKILLS

Language : Python, C, LaTeX, HTML
Framework : PyTorch, TensorFlow

CERTIFICATION

NVIDIA Deep Learning Institute   Dec. 2023 - Apr. 2024
- Fundamentals of Deep Learning
- Accelerating CUDA C Applications with Multiple GPUs
- Fundamentals of Accelerated Data Science
- Building Transformer-based NLP Applications
- Building Conversational AI Applications
- Applications of AI for Anomaly Detection
- Applications of AI for Predictive Maintenance
- Generative AI with Diffusion Models
- Getting Started with AI on Jetson Nano
- Building Video AI Applications at the Edge on Jetson Nano

TOEIC SPEAKING AM 180   Jul. 2023