Jae Yoon CHUN
Senior Consultant at EY Consulting, South Korea

Homepage
- linkedin.com/in/jaeyoonchun
- @ jaeychun@gmail.com, Jae-Yoon.Chun@kr.ey.com
- Seoul, South Korea

SKILLS

Programming	Python, HTML, CSS, MATLAB, Maplesoft, FICO Xpress, LaTeX, Sprinklr
Database	SQL, MySQL, Redshift
Development Tools	Pycharm, git
Libraries	Pandas, Numpy, Matplotlib, Informer, Prophet, DeepAR, Seaborn, Sklearn, bs4, Konlpy, cvxpy, Folium, Plotly, Streamlit
Operating Systems	Mac OS, Windows, Linux
Others	DAP MLDL, Tableau, Automation Anywhere, Gephi, Kakao API, IBM Certified Sales Specialist

RELEVANT EXPERIENCES

Present January 2022	**Senior Consultant, EY CONSULTING, ARITIFICIAL INTELLIGENCE TEAM, Seoul, South Korea**

> **LG Chem** — Feb 2024 - Present
- Developed comprehensive course materials and training resources for the Citizen Data Scientist platform.
- Produced engaging online video tutorials demonstrating CDS platform practical exercises.
- Constructed and assessed quiz and final exam questions for the CDS program.

> **Samsung** — November 2023
- Crafted strategies to enhance the Samsung Rewards Program and My Page, aiming to improve the customer experience journey.
- Developed a detailed strategy for implementing the 'Rewards Gifting' service, already in operation at Samsung Korea, in the United Kingdom and France.

> **DL Chemical** — August 2023 - September 2023
- Conducted interviews to identify practical use cases to evaluate feasibility and priorities.
- Explored potential use cases, pinpointed viable options, and created executable plans for immediate implementation.

> **Generative AI PoC** — April 2023 - July 2023
- Created vector embeddings using GPT-3.5 Turbo model with text-embedding-ada-002 after preprocessing patent data on Azure OpenAI.
- Developed search engines using semantic search to increase productivity by providing relevant context and meaning of words.
- Summarized the benefits and the limitations of using search engines in conservative industries.

> **Samsung MX Division** — March 2023 - April 2023
- Provided insightful analyses on consumer demand and points of interest among the younger generations, specifically focusing on topics like Photo, Game, and Wellness.
- Delivered strategic insights and recommendations on how Samsung MX Division can effectively leverage and capture these consumer demands to enhance market penetration and customer engagement.
- Developed marketing database and preforming statistical analysis within five different segments using Tweets, Facebook and Instagram posts for Samsung Galaxy and iPhone.

> **ChatGPT Internal Project** — February 2023 - February 2023
- Researched on the latest technology, GPT, and summarizing its potential applications, associated risks, and leverage points for implementation.

> **LG Chem** — January 2022 - December 2022
- Built an end-to-end machine learning pipeline from data preprocessing to variable selection for raw material price prediction, i.e. Naphtha and Crack.
- Assisted in developing machine learning and deep learning forecasting models and testing with different types of target values.
- Designed a dashboard to support decision-making in the processes of purchasing raw materials.

MS Powerpoint   MS Excel   Python   DAP MLDL

| December 2021 | Data Analyst, ı-Scream Edu Co. Ltd, Data Science Team, Seoul, South Korea |
| December 2018 | |

> Responsible for collecting, cleaning, validating data and creating KPIs for different teams, i.e. marketing and e-commerce team.
> Conducted and interpreted a cluster analysis for marketing data and student performance logs.
> Performed web log analysis to analyse customer behaviors on different marketing channels, i.e. Display Ads, Search Ads, organic users, and etc.
> Utilized NLP techniques to extract and organize survey data with the voice of customer analytics.
> Executed demographic analysis to for market segmentation using folium and Kakao API.
> Contributed to building Marketing Mix Modeling for various marketing channels.

Python | Tableau | HTML | Automation Anywhere

| November 2018 | Software Engineer, Finotek Co. Ltd, Blockchain Division, Seoul, South Korea |
| December 2017 | |

> Assisted in implementing a Machine Learning Chatbot for CJ Hello Co. Ltd.
> Assisted in maintaining the official website of the blockchain project.
> Participated in a design thinking workshop for a blockchain project to select the MVP with IBM Korea and Singapore, IBM Garage.
> Analyzed active users of the blockchain app based on their locations.

Python | HTML

| December 2017 | Global Marketing Staff, Finotek Co. Ltd, Global Marketing Team, Seoul, South Korea |
| April 2017 | |

> Responsible for analyzing the current market and providing solutions to digitize the banking system in Myanmar.
> Conducted Proof of Concepts with BNP Paribas Cardif by proposing new e-Subscription solutions, leading to winning the 'Customer Services Digitization' at the BNP Paribas Challenge Awards Ceremony.
> Managed events to address clients' needs for transitioning to digital transformation.

MS PowerPoint | MS Word

🎓 Education

2010 - 2016	The University of Edinburgh (BSc with Honours in Mathematics), Edinburgh, United Kingdom
2006 - 2010	The American School in England (High School Diploma), Surrey, United Kingdom
2005 - 2006	Overseas Family School (Middle School Diploma), Singapore, Singapore

📰 PUBLICATION

| 2022.02.09 | Contrastive Learning for Knowledge Tracing. (WWW-2022) |
| | Wonsung Lee, Jaeyoon Chun, Youngmin Lee, Kyoungsoo Park, Sungrae Park |