# Jae Yoon **CHUN** Senior Consultant at EY Consulting, South Korea

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i Seoul, South Korea



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



# Present January 2022

### Senior Consultant, EY Consulting, Artificial Intelligence Team, Seoul, South Korea

- > Dong Woo Fine-Chem Co., Ltd.
  - Identified and curated a comprehensive longlist of AI use cases applicable across the entire organization, along with key business unit-specific (three major divisions) AI initiatives.
  - Evaluated and prioritized AI initiatives to identify 3–5 high-impact quick-win projects, developing detailed implementation strategies to ensure efficient execution.
  - Defined a structured AI implementation roadmap, outlining key milestones, priorities, and execution plans to drive organization-wide AI adoption and value realization.
- > Yanolja Co. Ltd
  - Established a comprehensive global security framework for Yanolja Group across domestic and international member companies to prepare for ISO 27001 and ISO 27701 certification audit.
  - Performed group pre-assessments after conducting interviews and reviewing related documenta-
  - Designed security support processes for member companies.
  - Developed a security portal dashboard to manage and monitor the status of each member companies under the group.
- > LG Electronics
  - Developed solutions to address domain problems based on Al Contents within the Al Learning Organizer (ALO) framework.
  - Provided training guides and enhancing solutions to solve problems using AI Solutions.
  - Set up the development environment for ALO with Tabular Classification/Regression(TCR) and Computer Vision Contents in the analysis environment.
  - Conducted model experiments to secure performance and customizing to fit the domain.
- > LG Chem
  - 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
  - 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
  - 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
  - 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.

#### Present January 2022

#### Senior Consultant, EY Consulting, Aritificial Intelligence Team, Seoul, South Korea

- > Samsung MX Division
  - 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
  - Researched on the latest technology, GPT, and summarizing its potential applications, associated risks, and leverage points for implementation.
- > LG Chem
  - 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.

### December 2021 December 2018

#### Data Analyst, I-Scream Edu Co. Ltd, Data Science Team, Seoul, South Korea

- 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 for market segmentation using folium and Kakao API.
- > Contributed to building Marketing Mix Modeling for various marketing channels.

#### November 2018 December 2017

#### Software Engineer, FINOTEK CO. LTD, BLOCKCHAIN DIVISION, Seoul, South Korea

- ➤ 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.

### December 2017 April 2017

# Global Marketing Staff, FINOTEK CO. LTD, GLOBAL MARKETING TEAM, Seoul, South Korea

- > Responsible for analyzing the current market and providing solutions to digitize the banking system
- > 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 Cere-
- > Managed events to address clients' needs for transitioning to digital transformation.



# PUBLICATION

2022.02.09 Contrastive Learning for Knowledge Tracing. (WWW-2022)

Wonsung Lee, Jaeyoon Chun, Youngmin Lee, Kyoungsoo Park, Sungrae Park



Al Strategy & Implementation AI & Data Analytics

Contributed to Al adoption, security compliance, and business transformation projects. Developed AI models for market prediction, security, and business optimization.

Digital Transformation

Supported AI model development for market prediction and worked on security and business optimization initiatives.