# PATTARAPHON (KENNY) WONGCHAMCHAROEN

(510) 703-6076 | pattaraphon.kenny@berkeley.edu | Berkeley, CA, 94720 | https://www.linkedin.com/in/pattaraphon-kenny/

## EDUCATION & SCHOLARSHIPS

**University of California, Berkeley - College of Engineering**                **May 2026**
*B.S. Industrial Engineering & Operations Research and Data Science*          **GPA: 4.00**
**Relevant Coursework:** Principles & Techniques of Data Science, Computational Structures & Data Structures, Linear Algebra & Differential Equations, Multivariable Calculus, Corporate Finance, Probability & Risk Analysis, Optimization

## SKILLS & AWARDS

**Technical Skills:** Python, Java, SQL, MATLAB, HTML, Pandas, NumPy, Matplotlib, Seaborn, NLTK, Linear Programming
**Tools:** Power BI, DaVinci Resolve, CRM (Jira, Asana, Notion), CVX, Adobe, Microsoft Suite, Google Suite, Canva, Figma
**Awards:** ASEAN Scholarship recipient for a 4-year high school program in Singapore, sponsored by the Ministry of Education with a 1% acceptance rate.

## PROJECTS

**Stock Market Exploratory Data Analysis | *GitHub***
- Applied advanced data analysis and utilized Pandas to extract financial data of Bank of America, CitiGroup, Goldman Sachs, JPMorgan, Morgan Stanley, and Wells Fargo from Google Finance API
- Analyzed and classified stocks based on riskiness through financial metrics such as moving averages using Seaborn's and Matplotlib clustermap to visualize correlations between different stocks
- Crafted a financial analysis report that unveils insights and events including market crashes and stock splits

**Stock Prediction Model using Long Short-Term Memory, Linear Regression, and Sentiment Analysis | *GitHub***
- Employed LSTM and linear regression to predict stock prices using data from Yahoo! Finance, with 85% accuracy
- Conducted sentiment analysis on Elon Musk's tweets to gain insights on their influences on TSLA prices
- Created a Streamlit dashboard to visualize stock prices, integrating prediction results for comprehensive insights

## EXPERIENCE

**Xcube.co | *Incoming Data Analyst Intern***         Singapore | June 2024 – August 2024
- Develop a data-driven framework to conceptualize and optimize a portfolio of startups, utilizing advanced analytics and simulations to predict returns and inform strategic investment decisions

**UC Berkeley Haas School of Business | *AI & Ethics Research Assistant***      Berkeley, CA | February 2024 – Present
- Consulted and refined emerging AI policies such as the White House's Executive Order on the *"Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence"* under Berkeley professor David Evan Harris
- Leveraged advanced coding schemas to annotate sources, interviews and analyze data to gain deeper insights into Open-source AI whitepaper and compare international AI laws

**MENTOR Global Consultant | *Technical Product Management Intern***     Berkeley, CA | January 2024 - April 2024
- Integrated AI with a 360-degree insight tool and developed a go-to-market strategy to monetize it, resulting in a 30% increase in data accuracy and a 20% reduction in processing time
- Utilize Python scripting and NLTK (Natural Language Toolkit) to perform sentiment analysis on over 1,000 employee survey responses, and generate personalized reports with radar charts based on them.
- Create SMTP (Simple Mail Transfer Protocol) using Python's smtplib and schedule library to automate email reminders, resulting in a 90% increase in survey completion rate

**GUESS INC. | *Strategy Consultant***         San Francisco, CA | August 2023 – December 2023
- Conducted in-depth research on key competitors and formulated actionable recommendations to expand GUESS's market share in the eco-conscious fashion industry by 10%
- Collaborated with a team of consultants to identify environmentally friendly packaging materials that align with GUESS's ESG objectives, while preserving the brand's signature style
- Evaluated the cost-effectiveness of potential suppliers, assessing their operations and sustainability practices to achieve 20% operational efficiency gains

## LEADERSHIP AND EXTRACURRICULARS

**Institute of Industrial & System Engineers | *Director of Events***      Berkeley, CA | August 2023 – Present
- Coordinated 35+ events for 150+ attendees, boosting member engagement by 55%, fostering growth
- Managed cross-functional team to plan weekly events, fostering 250+ student and faculty relationships
- Coordinated budget of $14,000+ with VP of Finance to fund events, distribute money, and optimize cost