JI HYUN KIM

CONTACT

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🌐 https://kmjhyn.github.io/

📍 Charlottesville, VA

PROGRAMMING SKILLS

Python

Latex

Git

Aurduino

HTML / CSS

C++

Pandas

MATLAB

EDUCATION

M.S., in Computer Science
University of Virginia
Aug. 2023 - Current

B.A., in German Language and Literature and International Studies
Ewha Womans University
Mar. 2016 - Aug. 2021

LANGUAGES

English ▬▬▬▬▬▬▬▬

Korean ▬▬▬▬▬▬▬▬

SCHOLARSHIPS

Lotte Foundation Scholarship, *2021*

Mirae Asset Park Hyeon Joo Foundation Scholarship, *2018*

PROFILE

Pursuing a Master's in Computer Science at the University of Virginia, I bring over two years of marketing research experience, where I developed a keen ability to unearth insights into company and customer needs across various sectors. Eager to apply this analytical acumen in a summer software engineering internship, I aim to blend my technical knowledge with my insight-driven approach to contribute to innovative solutions that meet both business goals and user expectations.

MAIN COURSE PROJECTS

Exploring Machine Learning Classifiers
Machine Learning Group Project   *2023*

- Led experimentation with Decision Tree and Random Forest classifiers, analyzing parameter effects on model performance
- Conducted comprehensive performance evaluation using accuracy, precision, recall, F1 score, and AUC metrics
- Explored AdaBoost to reduce overfitting, optimizing n_estimators for improved model simplicity and efficacy

Multi-Agent Path Finding & Pickup and Delivery
Computational Behavior Modeling Group Project   *2023*

- Led the comparison of multi-agent algorithms (TK algorithm, Reinforcement Learning, simple pathfinding) within a custom environment tailored for goals
- Adapted and optimized the TK algorithm, testing parameters for optimal results against a baseline

Redesigning Health App
Human Computer Interaction Group Project   *2023*

- Spearheaded the redesign of a health app to enhance user information awareness using Figma; introduced informative pop-ups, checkboxes, info icons, an FAQ section, and concise bullet points.
- Orchestrated a UX survey contrasting user experiences between the original and redesigned app versions.
- Developed a comprehensive questionnaire incorporating qualitative and quantitative metrics, including fact-checking queries to assess user understanding and awareness.
- Analyzed experimental data, reporting improvements in user understanding of personal health information management within the app.

WORK EXPERIENCE

Ipsos Korea
Sr. Research Executive / Reserach Executive / Intern   *Mar. 2021 - May 2023*

Global UX and Usability Study: Customer Service Optimization

- Led a multinational UX study for a customer service web and app platform, creating standards and documentation.
- Directed the German market research, orchestrating UX focus groups, data analysis, and strategic presentations.
- Diagnosed online customer service pain points, enhancing user pathways and interactions with chatbots and live agents.

GenZ Fashion Trends Analysis: Korean Market Insight

- Conducted a trend analysis study focusing on GenZ consumers in Korea, establishing daily logging protocols for lifestyle and fashion insights.
- Designed a tailored questionnaire with conditional logic, increasing engagement through push notification reminders.
- Integrated media analysis with visuals to present actionable findings on fashion trends effectively.