

# Minji Woo

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## EDUCATION

**Wesleyan University**, Middletown, CT

May 2026

*Bachelors of Arts, Double Major: Economics; Computer Science, Applied Data Science Certificate, GPA: 3.95/4.00*

Freeman Scholar: Full-ride, top ten selection for academic and leadership achievements

Relevant Courses: Software Engineering, Discrete Math, Data Structures, UI/UX, Data Science, Vectors and Matrices

**CheongShim International Academy**, South Korea

January 2022

*GPA 5.0/5.0, Principal's Academic Excellence Awards, Graduation Certificate of Academic Excellence*

## SKILLS

- **Languages:** Fully bilingual English/Korean: read, write, and speak. Intermediate Chinese.
- **Programming:** C, C++, Python, JavaScript, HTML/CSS, R, Stata.
- **Tools:** React.js, Data Analysis (NumPy, Pandas), Git, Scrapy, Selenium, Figma, Rest API, Topic Modeling, Computer Vision, AWS Infrastructure Management (EC2).

## EXPERIENCE

**SNU/Harvard BigData Convergence and Open Sharing System Dataverse**

Seoul, Korea

*Product Manager*

June – August 2023

- Led cross-functional teams in launching [SNU Movie Trailer Website](#) as a multimedia frontend test of the Dataverse database; managed the entire process and demonstrated scalability to the Dataverse community.
- Achieved a 1000% speed enhancement by automating movie metadata uploads on Dataverse.
- Coordinated data ingestion with movie stakeholders and resolved associated legal compliance issues.
- Developed the full fastAPI backend within one week; deployed the backend and React-based SPA.

**Kaiwes Wesleyan Entrepreneurs**

Middletown, CT

*Co-Leader / Product Manager*

August 2023 – Present

- Launched the Incubator Program and directed the inaugural project with Bessie, a nail brand, optimizing Gen Z and college student engagement.
- Facilitated weekly Agile stand-up meetings with Bessie's leadership and cross-functional teams to align on the product roadmap progress.
- Conducted A/B testing on Bessie's platform UI/UX and implemented frontend code for selected features.

**[OurCampus](#)**

Middletown, CT

*Lead Frontend Engineer*

January 2023 – Present

- Developed and maintained Wesleyan's social media app with a team of five engineers, serving over 25% of the student body.

**[Wesleyan Media Project](#) Delta Lab**

Middletown, CT

*Researcher*

January 2023 – Present

- Quantified protest scene violence from 2022 election TV ads using Convolutional Neural Network model and analyzed correlation between violent protest ads, political affiliations, issues, and ad types.
- Fine-tuned multimodal sentiment analysis model to classify political ad images; improved performance to 0.8.
- Explored reliable algorithm to classify 2024 political campaign ads using a language model via openAI API.

**SSQRD - Fashion startup providing sustainability and accessibility**

Manhattan, NY

*Product Manager / Software Engineer*

August 2022 – August 2023

- Presented brand-differentiating features, granting 20-member team consensus; incorporated user feedback via exploratory testing, enhancing user satisfaction by 37% in post-update survey.
- Designed and prototyped website wireframe using Figma, and built the front-end with two other engineers.
- Developed a Python-based Scrapy web scraper for personalized search databases.

## PROJECTS

**Social Media App Review Analysis**

January – May 2023

- Developed a Python-based Scrapy-Selenium web scraper to collect 38K+ Google Play Store reviews from six SNS apps; experienced a 3000% speedup and enhanced system reliability.
- Extracted key app features by utilizing topic modeling techniques (LDK, RAKE, Word2Vec) and performed a comparative analysis of sentiment analysis models to enhance accuracy.

**Firearms Portrayal in Media**

September 2023 – Present

- Analyzed correlations between firearm frequency, types, and movie genres across historical periods, identifying their impact on gun manufacturers and the consumer market.
- Performed topic modeling on National Rifle Association comments.
- Directed a montage production for an engaging research presentation at a conference.