Minji Woo

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EDUCATION

Wesleyan University, Middletown, CT — August 2022 - May 2026

*B.A. in Economics and Computer Science with Applied Data Science Certificate | **GPA**: 3.95/4.0 (Dean's List)*

- Freeman Scholar: Full-ride, top ten selection for academic and leadership achievements
- Relevant Courses: Software Engineering, Discrete Math, Data Structures, Product Design, Data Science

CheongShim International Academy, South Korea — March 2019 - January 2022

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

SKILLS

- **Languages**: Native English (Preferred), Native Korean, 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.