



EDUCATION

Goizueta Business School

Emory University | Atlanta, GA
Bachelor of Business Administration
Analytic Consulting & Operation Mgmt.
GPA: 3.76 | Class of 2022

KOREA IT Academy

| Seoul, Korea
Full Stack Program & Python DBMS
(HTML, CSS, JS, JQuery, PHP,
MySQL, NodeJS, React)
Dec 2020 - Jul 2021

SBS Art Academy

| Seoul, Korea
UIUX & Advance Design Tool
(Photoshop, Illustrator, After Effect, PR)
Oct 2020 - Jan 2021

General Assembly

| Atlanta, GA
UX Design Remote Bootcamp
(User interview, Competitive analysis,
Persona development, User-flow,
Feature prioritization, Card sorting,
Wireframing, Prototype usability test)
Jun 2020 - Aug 2021

PROGRAMMING SKILLS

- Python
- HTML, (S)CSS, JS, JQuery
- React, PHP, NodeJS
- R, MySQL

OTHER SKILLS

- Tableau
- Excel
- Adobe Photoshop, Illustrator
- Adobe Dimension
- Adobe After Effect, Premiere

Front End Developer

MATTHEW YEON



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public.tableau.com/app/
profile/matthew.yeon2232

PROJECT

Spotify Song Recommendation

Group Project | 2021/10 - 2021/12

- Compiled dataset of all time popular song since 1960s from Kaggle and identified what features contribute to the song popularity using **Python pandas**, **sklearn** and **statsmodel**
- Developed an **AI model** using **Spotify API** and **Python machine learning** to generate song recommendations based on inputted user's favorite song

Lululemon Website Redesign

Personal Project | 2021/04 - 2021/07

- Redesigned UI of Lululemon website to enhance UX using Photoshop and Figma
- Utilized **HTML**, **CSS**, **JavaScript (jQuery)** to build redesigned website

ChocoBlock Branding and Packaging Design

Personal Project | 2021/01 - 2021/03

- Created a premium chocolate brand through benchmarking and product development
- Utilized Illustrator to design logo patterns and package structure, Photoshop & Dimension for visual product design, and After Effect for logo animation

WORK EXPERIENCE

ROK Army - Mechanized 8th Infantry Division | Yangju, Korea

Guard Platoon, Sergeant Squad Leader and Strategy Admin | 2017 - Aug 2019

- Directed 36 platoon members for the joint operations and teamwork development program
- Streamlined voperation management and reduced time spent by 30%, via automatic duty shift scheduling system with Excel and DPIS (Defense Personnel Information System)
- Counseled 50+ soldiers as a commissioned peer counselor and mediated disputes

Innocean Worldwide | Seoul, Korea

Marketing Intern | Jun 2016 - Aug 2016

- Published Innocean 2016 Global Advertisement Industry Analysis and Future Trend Report
- Created analysis report of Innocean international reputation using assorted database
- Proposed three detailed strategic advertising approach with timeline for Pikicast (SNS Content Creating Company) to raise it's SEO and brand awareness

LEADERSHIP & ENGAGEMENT

Emory Code Zero

Senior Advisor | Aug 2019 - Current

- Initiated internal membership training and bonding events to strengthen members' relationship
- Organized BBA-related events to advise students interested in BBA field

ADDITIONAL INFORMATION

Other Activities: Alpha Phi Omega, HackATL 2019, HackATL2020

Certification: Hootsuite Social Marketing Certification

Interest: Metaverse, NFT, Graphic Design, Food Blog (@mys_food), Wall-climbing