

Hyeonjae Cho

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Education

Yonsei University

Seoul, Korea

Undergraduate Student

Mar. 2016 – Feb. 2020

Bachelor of Arts in Economics

Bachelor of Science in Computer Science and Engineering

Total GPA of 4.1/4.3 (97/100); Graduated with High Honors

George Washington University

Washington D.C., U.S.

Exchange Student

Jan. 2018 – May 2018

Total GPA of 3.74/4.0

University of Illinois Urbana-Champaign

Urbana-Champaign, IL, U.S.

Graduate Student

May. 2022 – August 2023

Master of Computer Science

Total GPA of 4.0/4.0

Undergraduate Research Experience

Yonsei University Super Computing Lab

Seoul, Korea

Undergraduate Researcher

Sep. 2019 – Dec. 2019

Implemented cache replacement policy using K-means algorithm to enhance last level cache hit rate with less overhead

Authored semifinal and final reports and created exhibition presentation materials |pdf|

Yonsei University Internet Computing Lab

Seoul, Korea

Undergraduate Researcher

Mar. 2019 – May 2019

Analyzed the weaknesses of the knowledge graph-based model, RippleNet, by applying it to open data sources

Visualized network graphs of RippleNet to focus on extreme data and to extract logical and implemental errors |pdf|

Ministry of Science and ICT

Seoul, Korea

Team Leader, Industry Research Team

Apr. 2019 – Dec. 2019

Government-funded project; Budget: \$68,000

Categorized the key players of various industries by examining the blockchain ecosystem

Assessed the progress of technological advancements of each industry

Contributed toward establishing a strategy to enhance the blockchain industry in Korea |pdf|

Work Experience

SK Telecom Co., Ltd.

Seoul, Korea

Data Analyst, Ad Tech Team

Jan. 2020 – Present

Operate targeted advertising campaigns with machine learning models and improve their performances

Improve sales by 20% by developing a recommendation system using service transaction logs

Spearhead data engineering tasks with AWS resources and Spark to aggregate major business performance indicators

Selected as an *additional contributor* for achievements within the organization

Intern, Metatron Sales Team

Jun. 2019 – Aug. 2019

Investigated strengths and weaknesses of representative business intelligence (BI) tools and analyzed market trends to recommend a suitable positioning strategy for an in-house BI solution

Ground X Corp.

Seoul, Korea

Research Assistant, Token Economy Team

Jan. 2019 – Feb. 2019

Classified and analyzed Ethereum token standards by inspecting Ethereum token economy ecosystems

Collected blockchain transaction data by establishing full nodes for EOS and TRON utilizing AWS EC2 resources

Awards and Honors

2nd Prize in Yonsei Big Data Analysis Competition , Yonsei University	Sep. 2018
Academic Excellence Scholarship, Yonsei University	Spring 2019, Fall 2017, Fall 2016
Yonsei Honors	Spring 2019, Fall 2018
Yonsei Highest Honors	Spring 2017, Spring 2016

Leadership Experience

Yonsei University Blockchain Club	Seoul, Korea
<i>Vice President</i>	Jan. 2019 – Jun. 2019
Executed an industry research team for a government-funded project at the Ministry of Science and ICT	
Voluntarily orchestrated seminars on the token economy ecosystem and token standards	
Yonsei University Big Data Analysis Competition	Seoul, Korea
<i>Team Leader</i>	Sep. 2018
Tokenized social media reviews data to determine brand awareness and images	
Conducted sentiment and association analyses to suggest a marketing strategy code	

Patent Applications

Korea Patent Application 10-2021-0108767	Oct. 18, 2021
<i>A method for triggering mode decision and a message-based advertising platform</i>	
Patent for an algorithm that predicts customer preferences based on machine learning and assigns specific advertising campaigns to be sent via text message	

Extracurricular Activities

Personal Tech Blog	Jan. 2021 – Present
Study MLOps, AWS, Growth Hacking, ML/DL algorithms blog	
Bandit for Recommendation System	May 2021 – Jul. 2021
Examined papers and codes of Multi-Armed Bandit (MAB) recommendation system, such as contextual bandit, stochastic bandit, and collaborative filtering bandit	

Technical Skills

Languages: Python, Scala, SQL, Java, C++, Bash
Cloud Technologies: AWS(Glue, S3, EC2, ECS, CloudWatch), GCP(BigQuery)
Frameworks: TensorFlow, PyTorch, Keras, scikit-learn
Databases: MySQL, Amazon Athena, Apache Spark, PostgreSQL
Tools: Docker, GitHub, Google Analytics, Google Tag Manager, Google Optimize