

Hyunseung Lee

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PROFESSIONAL EXPERIENCE

Viva Republica (Toss) — South Korea's leading fintech company

Seoul, South Korea

Data Analyst → Data Product Manager

Aug 2021 — Sep 2023

Led data-driven product initiatives that drove MAU growth from 8M to 15M (+87%), taking on cross-functional ownership across product and data teams and transitioning into a Data Product Manager role.

Product Teams (Jan 2023 — Sep 2023)

- Identified an organization-wide data literacy gap and designed an internal analytics product, launching Retention Chart dashboards that increased dashboard adoption among non-data occupations by **5×**.
- Proposed and rapidly prototyped a “restaurant recommender” feature leveraging credit card re-purchase rates as a satisfaction proxy; achieved **30% one-week retention**, validating product–data fit.

Global Team – Vietnam (Jul 2022 — Jan 2023)

- Identified the absence of a retention plateau in pedometer-based services, revealing unexpectedly weak user stickiness and motivating a shift from ad-reward models to products with sustainable retention.
- Visualized and clustered user data geospatially to identify key customer regions and use cases, guiding on-site user interview sampling across Vietnam.
- Analyzed the credit card issuance funnel and discovered a 60% drop-off at ID verification; redesigned the flow and re-engaged users via automated push messages, **increasing funnel completion by 30%**.

Product Strategy & Analysis Team (Aug 2021 — Jul 2022)

- Designed a DiD-inspired engagement metric to measure each service's causal contribution to total app usage, deployed via company-wide dashboards for strategic decision-making.
- Conducted causal-impact measurement of the integration of banking and securities subsidiaries into the Toss app as part of its transition toward a financial super app, quantifying engagement uplift and increased activation of core financial services.

Wisely — Fast-growing D2C grooming startup in South Korea

Seoul, South Korea

Data Analyst Intern, Insight & Data Team

Mar 2021 — Jun 2021

- Automated NPS and text-based sentiment analysis pipelines to quantify customer feedback and visualized it through internal dashboards, enabling real-time insight tracking across brands.

Samsung Asset Management

Seoul, South Korea

Financial Analyst Intern, LDI Domestic Fixed Income Team

Aug 2020 — Sep 2020

- Analyzed interest-rate trends and valued subordinated capital securities to estimate credit-adjusted fair yields, one of the few intern projects adopted for actual investment decisions within the team.

RESEARCH EXPERIENCE

Reallocation Channel of a Minimum-Wage Shock

Seoul, South Korea

with Prof. Jungmin Lee

Nov 2024 — Present

- Constructed a nationwide employer–employee panel (2015–2020, 300M+ observations) using administrative data from Statistics Korea to examine labor reallocation after minimum-wage increases.
- Found robust evidence that minimum-wage increases induced worker transitions toward higher-paying, more productive, and stable firms by applying a two-way fixed-effects model and the recently developed estimator (de Chaisemartin & D'Haultfœuille, 2020) to estimate heterogeneous treatment effects across firms and worker cohorts.
- Examined **how regional business cycles moderate** both employment adjustments and labor reallocation following minimum-wage increases, uncovering local demand conditions as a key mechanism of policy-driven labor-market responses.

Family-Friendly Firms and the Motherhood Penalty

Seoul, South Korea

with Tammy Lee and Prof. Jungmin Lee

Nov 2023 — Present

- Proposed and implemented a **causal forest model** (Athey et al., 2019) after independently studying the method, enabling the estimation of heterogeneous treatment effects beyond traditional econometric approaches.
- Found that flexible work arrangements, on-site childcare, and remote-work options substantially mitigate the post-childbirth decline in women's employment and earnings.

EDUCATION

Seoul National University

M.A. in Economics, Advisor: Prof. Jungmin Lee

Seoul, South Korea

Mar 2024 — Aug 2026 (expected)

Seoul National University

B.A. in Economics

Seoul, South Korea

Mar 2015 — Feb 2022

HONORS & AWARDS

BK21 Fellowship

Seoul National University, Prof. Daeil Kim

Seoul, South Korea

Mar 2024 — Present

- Awarded for academic excellence and research performance in graduate-level economics.

EXTRACURRICULAR ACTIVITIES

SNU Growth Hackers (Data Science Club)

Project Leader/Member

Seoul, South Korea

Mar 2021 — Aug 2021

Sandbox Network — *Digital entertainment startup for creators*

- Analyzed 100K+ YouTube comments and built a sentiment classification model that transformed unstructured text into quantifiable emotion metrics, enabling visualized insights for content creators.

Welaaa — *Audiobook and content subscription platform*

- Developed the first recommendation system for Welaaa’s audiobook platform using collaborative and content-based filtering models, enabling “similar readers” and “related books” discovery features.

SNU Debate Association (English Debate Club)

Selected Debater

Seoul, South Korea

Aug 2015 — Feb 2016

- Competed in British Parliamentary debate tournaments and awarded Rookie Champion at a national competition.

SELECTED DATA PROJECTS

Forecasting Inflation with Deep Learning

Course: Data Science for Economic Analysis (Grade: A+)

Seoul, South Korea

Sep 2020 — Dec 2020

- Implemented VAR model for inflation forecasting and enhanced it with a Bayesian LSTM to account for epistemic uncertainty and improve predictive accuracy.

Finding Underrated NBA Players

Course: Mathematics and Programming for Machine Learning (Grade: A+)

Seoul, South Korea

Mar 2020 — Jun 2020

- Built a Decision Tree model using in-game player statistics to estimate fair salaries and identify systematically undervalued players across the NBA.

MILITARY SERVICE

Republic of Korea Air Force

Information Security Officer, Operations Division

South Korea

Aug 2016 — Aug 2018

- Digitalized classified record management and developed an automated alert system for expiration tracking.

SKILLS

Languages: Korean (Native), English (Fluent; TOEFL 107)

Programming: Python, Stata, SQL, R

Analytics Tools: Tableau, Amplitude, Mixpanel

Updated: November 2025