

Hyunseung Lee

Seoul, South Korea | thomas96124@gmail.com

PROFESSIONAL EXPERIENCE

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

Data Analyst → Data Product Manager

Seoul, South Korea

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 5x.
- 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

Data Analyst Intern, Insight & Data Team

Seoul, South Korea

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

Financial Analyst Intern, LDI Domestic Fixed Income Team

Seoul, South Korea

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

with Prof. Jungmin Lee

Seoul, South Korea

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

with Tammy Lee and Prof. Jungmin Lee

Seoul, South Korea

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 <i>M.A. in Economics, Advisor: Prof. Jungmin Lee</i>	Seoul, South Korea <i>Mar 2024 — Aug 2026 (expected)</i>
Seoul National University <i>B.A. in Economics</i>	Seoul, South Korea <i>Mar 2015 — Feb 2022</i>

HONORS & AWARDS

BK21 Fellowship <i>Seoul National University, Prof. Daeil Kim</i>	Seoul, South Korea <i>Mar 2024 — Present</i>
---	--

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

EXTRACURRICULAR ACTIVITIES

SNU Growth Hackers (Data Science Club) <i>Project Leader/Member</i>	Seoul, South Korea <i>Mar 2021 — Aug 2021</i>
---	---

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)

Seoul, South Korea

Selected Debater

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 <i>Course: Data Science for Economic Analysis (Grade: A+)</i>	Seoul, South Korea <i>Sep 2020 — Dec 2020</i>
--	---

- 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

Seoul, South Korea

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

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 <i>Information Security Officer, Operations Division</i>	South Korea <i>Aug 2016 — Aug 2018</i>
--	--

- Digitized 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