

Paul Jeon

Cambridge, MA 02138 | pauljeon@college.harvard.edu | 781-999-2598 | pjeon18.github.io/pauljeon

EDUCATION

Harvard College

Cambridge, MA | Expected Graduation May 2027

A.B. in Computer, Secondary in Visual Studies; GPA: 3.6

Relevant Coursework: Planning and Learning Methods in AI, Software Engineering with Generative AI, Data Science I, Data Visualization, Introduction to Algorithms and Their Limitations, Probability

Bedford High School

Bedford, MA | September 2019 – June 2023

High School Diploma: GPA: 4.0/4.0 UW, 4.9/5.0 W; SAT: 1570 (M:800 M, EBRW: 770)

TECHNICAL SKILLS & PROJECTS

Python, NumPy, Pandas, Scikit-learn, Matplotlib, PyTorch, TensorFlow, C++, C, Java, SQL, GitHub, HTTP, JSON, CSS, JavaScript, Figma, React, Tailwind CSS, Adobe CC, Excel, Powerpoint, Klaviyo, Shopify, Wix

Digital Exhibit: EMR 171 Final Project

May 2025

Designed and shipped an animated website translating course professor's research into an interactive exhibit; led wireframing and implemented UI with a focus on accessibility using Tailwind CSS.

Course Guide "Higher or Lower": CS50 Final Project

December 2023

Built a browser game comparing Harvard course Q Guide ratings using a Python scraping API and a responsive HTML, CSS, JavaScript UI.

EXPERIENCE

Director of Growth, Harvard Undergraduate Marketing Group

Cambridge, MA | September 2025

- Secure external funding and sponsorships from local brands and companies for student-oriented marketing.
- Build organizational reach to student base for tailored marketing and distribution of partnering brand products.

UI/UX Designer, Tech for Social Good

Cambridge, MA | February 2025 – May 2025

- Designed prototype sign-up website (lo-fi & hi-fi in Figma) for college-application mentorship nonprofit
- Conducted user research via surveys and interviews; presented design iterations weekly to company board.

Design Chair, Harvard Korean Association

Cambridge, MA | May 2024 – May 2025

- Designed and published all graphics, merchandise, and brand material for Korean cultural organization.
- Organized sponsored collaborations with 10+ global Korean brands and local restaurants for 300+ students

Procurement Manager, The Harvard Shop

Cambridge, MA | September 2023 – February 2025

- Managed warehouse inventory of \$7.8M across 1100+ SKUs for three retail locations and an online store.
- Decreased web stockout from 5.32% to 1.90% with weekly analysis and prioritizing low inventory SKUs.
- Reached record-high profit margins at 65% by optimizing product outflow such as by supplier pre-ticketing.
- Increased revenue 47% YoY (\$370K) by automating high-demand product orders via Python API integration with Lightspeed, growing inventory 64% to \$1.9M and improving margins.
- Maintained partnerships with brands (Nike, Champion, Patagonia, Peter Millar) to ensure quality products.
- Led weekly alignment meetings with the stores, marketing, product teams to coordinate new campaigns.

Marketing Analytics Intern, The Harvard Shop

Cambridge, MA | June 2023 – August 2023

- Used digital marketing tools to analyze return on ad spend on Meta and conversion/open rates of emails.
- Conducted user research through survey and A/B testing of email format, checkout flow, and pop-up campaigns.
- Designed layouts for summer email marketing campaign, generating \$8,000+ in attributed campaigns.
- Strategized and launched SMS campaign as a final project, presenting case study to the board of directors.