Sean Osawa McElhenny

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EDUCATION

University of Amsterdam, MSc. Behavioral Data Science   2024 ~ expected (2025)

- Coursework includes: Big Data Analytics, Deep Learning in Python, Machine Learning for Psychologists, Psychometrics, Bayesian Statistics, Behavioural Data Science Toolbox, Rethinking Methodology, Modeling Individual Differences, Scientific Programming, Data Processing

Durham University, BSc. Psychology (2:1 Honours)   2016-2019

- Thesis: "Assessing effects of handedness and visual field on the lateralization of categorical perception of facial expressions"

WORK EXPERIENCE

Senior Client Associate (Japan) - Third Bridge Group Limited   August 2022 - October 2023

- Led multiple high-value global research projects from inception to completion, enhancing expertise in both client-facing roles and people management. Main clients included Boston Consulting Group, Roland Berger, PWC, and Bain. Managed colleagues globally, while gaining key subject matter knowledge in the TMT sector.

Client Associate (Japan) - Third Bridge Group Limited   May 2021 - July 2022

- Began leading our team's global projects as a project manager. As a consistent high performer in this role, was given repeat engagements with our leading clients. Also started to manage and train other associates in our team and on my projects.

Associate (Japan) - Third Bridge Group Limited   March 2020 - May 2021

- Third Bridge is a global primary market research firm, headquartered in the UK. Based in the Hong Kong office, I provided Japanese client's with integrated research solutions for new industries globally, leveraging human insights. The role required continual learning and exploration of new research fields daily, while working proficiently in both English and Japanese.

Risk Management Internship - BMW Japan Finance Corp.   July 2018 - September 2018

- Drafted materials for the Monthly Risk Committee/Report as well as supported the creation of the Internal Control System reporting tool. Developed Business Continuity Plan Handbook, subsequently approved by the National Risk Committee. Conducted a joint presentation on the current/future state of the automotive industry to the Executive Committee Members.

TECHNICAL SKILLS

- **Programming**: Python, R, and SQL

- **Artificial Intelligence**

  - **Machine Learning:** Supervised & Unsupervised Learning, Big Data Processing, Feature Engineering, Explainable AI (XAI), A/B Testing, Hyper-parameter Tuning

  - **Deep Learning:** Neural networks, Transfer learning, Generative AI, TensorFlow, PyTorch, Keras, Large Language Models (LLMs), Transformers (BERT, GPT), CNNs, RNNs, Attention Mechanisms, NLP

- **Data Science & Analytics:** Data Mining, Predictive Modeling, Statistical Analysis, Time Series Forecasting, Experiment Design, Bayesian Methods

- **Data Processing:** Data cleaning & preprocessing, data visualization & reporting, version control (Git, GitHub)

- **Languages:** Bilingual English and Japanese

TECHNICAL PROJECTS

Text Analysis for Personality Insights & Customer Satisfaction:

- Developed machine learning models to extract insights from text and audiovisual data, predicting personality traits and customer satisfaction from Amazon product reviews.
- Skills: Text feature engineering (TF-IDF, lexicons), model comparison & optimization (Ridge, Lasso, GLM stepwise, k-NN), sentiment analysis, predictive modeling.

Feature Recognition in Physical Activity Signals for Health Monitoring:

- Designed a classification model for human activities, to detect postural transitions using smartphone accelerometer and gyroscope data, that can be used for improving health monitoring systems.
- Skills: Signal feature engineering (time & frequency domains), machine learning models (Ridge, Lasso, k-NN, LDA, QDA, Naive Bayes), data preprocessing, model evaluation.

Facial Expression Recognition for Emotion Detection:

- Built a robust facial expression classifier to detect emotions from images, leveraging the Cohn-Kanade (CK) dataset for training.
- Skills: Image feature extraction (HoG, PSD, edge detection), model training (Decision Trees, LDA, QDA, SVM), emotion classification, data augmentation.

Generative AI Chatbot for Cognitive Support in Dementia Care:

- Developed a Python-based generative language model tailored for dementia patients, offering cognitive support through personalized conversational responses.
- Skills: Natural Language Processing (NLP), Large Language Models (LLM), Hugging Face, TensorFlow, Wandb, Meta LLaMA 3, RAG, chatbot development, model fine-tuning.

AI-Powered Recipe Generator App

- Currently developing a startup app prototype that uses AI-powered computer vision to recognize food ingredients and generate personalized recipes based on user preferences.
- Skills: Mobile app development (Flutter, Xcode, Android Studio), computer vision (ingredient recognition), API implementation, user experience (UX) design, cross-platform development.

Interests & Achievements

- Hong Kong National Rugby Youth Squad U12 - U20
- International Rugby Board Level 1 Coach

Community Experience

Hong Kong Football Club

- Supported local rugby club by coaching the Under-13 boys team, helping them lift the league and cup trophy.

Interim School Trips

- Supported local communities in need at Sri-Lanka, Tanzania, and Vietnam by building schools