

Sana Kang

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Education

KAIST College of Business, Seoul, Korea 2024–2026 (Expected Feb 2026)
M.S. Candidate in Management Engineering
Relevant coursework: Information Systems, AI/ML, Econometrics, Business Modeling

Carnegie Mellon University, Pittsburgh, PA, USA Spring–Summer 2025
Short-term Visiting Scholar, School of Computer Science
Software and Societal Systems Department

KAIST, Daejeon, Korea 2019–2024
B.S. in Computer Science and Business Technology Management (Double Major)

Research Publications

PhoniTale: Phonologically Grounded Mnemonic Generation for Typologically Distant Languages
Sana Kang*, M. Gwon, S. Kwon, J. Lee, A. Lan, B. Raj, R. Singh
EMNLP Main Conference (2025)

When Hyperlocal Meets Algorithm: A Natural Experiment in Community-to-AI Pricing Transition
Sana Kang*, M. Gwon, S.-H. Park
Under review at WISE (2025)

LLMs Meet Match-Up Theory: A New Frontier in Influencer Recommendation
M. Gwon, Sana Kang*, M. Lee, S.-H. Park
Under review at WITS (2025)

Beyond English-Centric AI: Strategic Frameworks for Developing Low-Resource Language Models
P. Choudhury, D. Y. Kim, Sana Kang*
Accepted book chapter, Handbook on AI and Strategy, UMich Ross (Forthcoming 2026)

Research Experience

Research Assistant | Prof. Minkyung Kim (CMU Tepper) & Prof. Meng Liu (WashU Olin) 2025
Analyzing large-scale housing transaction data from a digital real estate platform using causal inference to study policy-driven consumer behavior. *Working paper in preparation.*

Research Lead | Prof. Sung-Hyuk Park (KAIST) & Firenze Inc. 2025
Led a university-industry collaborative project surveying ML models and biobank datasets (UK Biobank, KoGES) for CVD prediction and fairness. Emphasis on clinical impact and generalization across populations.

Lab Intern | KAIST MIKES Lab 2022.01 – 2023.03
Co-authored a paper on fractional NFTs based on Ethereum ERC-1155; focused on blockchain-based ownership design in a national research project.

Work Experience

HdMedi Co. Ltd., Seoul, Korea
AI/ML Team Intern

Jul 2024 – Aug 2024

- Led a team of undergraduate students to develop and implement an end-to-end algorithm to extract and standardize medicine names from prescription and medicine bag images.
- Automated a manual process previously done by pharmacists; reduced data processing time from 1 day to 5 seconds; achieved 0.655 precision, 0.728 recall, and 0.690 F1 score in the first model iteration.

SweetSpot, Inc., Seoul, Korea
Machine Learning Team Intern

Jun 2023 – Feb 2024

- Led a year-long industry-academia collaboration between KAIST Google Developer Student Club and SweetSpot, serving as ML Team Lead.
- Developed the first location-based sales prediction model for FnB franchises using GraphSAGE; reduced RMSE by 10.6% and improved stakeholder decision-making.

UWS Blockchain R&D Center, Seoul, Korea
Research & Development Team Intern

Jun 2022 – Dec 2022

- Designed and developed the MVP for the VENETA Multi-Issuer system for blockchain-based P2P trading; selected for the government-sponsored Financial Regulatory Sandbox (Patent Nos. 10-1204317, 10-2611819).

LG Household & Health Care, Ltd., Seoul, Korea
Machine Learning & Data Analysis Intern

Jul 2021 – Aug 2021

- Participated in the Coca-Cola price prediction project.
- Developed a cross-departmental automated inventory management web app.

Awards

Academic Excellence Award KAIST Business School	2025
Sponsor Prize ETHCon Korea (Polygon)	2023.09
Grand Prize Startup Pitch Competition (KITA, Korea-Arab Society)	2022.11
3rd Prize KAIST Leadership Presentation	2022.05
Outstanding Graduate (Physics) PNU Gifted Institute	2021.06
Outstanding Freshman Leader KAIST	2019.05