Minseok Oh

Cupertino, CA 95014
moh2@scu.edu 408-334-5898, www.linkedin.com/in/scottmsoh/ https://github.com/scottmsoh

EDUCATION

Santa Clara University, Leavey School of Business Santa Clara, CA
Master of Information Systems Candidate, AI & DL Concentration June 2025

- Relevant Coursework: Deep Learning, NLP, Machine Learning, Big Data Modeling, Data Analytics, Cloud Computing

KAIST (Korea Advanced Institute of Science Technology) Seoul, South Korea
Master of Science in Information Management February 2019

- Relevant Coursework: Business Analytics, Big Data Analysis, App Dev, IT System Design, IT Business Management

Dongguk University Seoul, South Korea
Bachelor of Science in Electronic Engineering February 2013

TECHNICAL SKILLS

Programming Language: Python, SQL, Linux, Java
Framework: PyTorch, Hugging Face, LangChain, Keras, TensorFlow, Scikit-learn, Pandas, NumPy, NLTK, Spacy,
Database: MySQL, OracleDB, MSSQL
Platform: Oracle, AWS, Google Cloud Platform, SAS(JMP)
Data Visualization: Spotfire, OAC, Tableau
Consulting skill: Implementation methodology (hybrid, waterfall), Data management strategy consulting (ISP)

EXPERIENCE

ORACLE Seoul, South Korea
Data Analytics Consultant (AI/ML & Data platform) May 2019 – July 2023

- Delivered 5 projects resulting in a cumulative revenue of $2M
- Orchestrated collaboration on model parameter fine-tuning and engineering with solution architects, data engineers, and contractors, elevating accuracy of XGBoost, LightGBM, and SVM from an average of 65% to over 90%
- Designed comprehensive data processing pipelines for data management, integration, modeling, and reporting frameworks over 150M+ data entries using Oracle's suite of data products
- Spearheaded cloud-based Full-Stack Data Science Project in collaboration with DBAs, data scientists, and technical architects, generating a 2% revenue increase and reducing resource overhead by 60% for data-intensive tasks
- Led and advanced a data platform strategy tailored to small and medium-sized clients, securing last two pivotal deals and driving $0.3M in revenue. [PDF]

LG DISPLAY Seoul, South Korea
Data Scientist January 2013 – May 2019

- Created a defect monitoring system utilizing statistical indices and an ANN-based anomaly detection model, enhancing defect detection by 17%
- Developed a predictive analytics framework utilizing Neural Network, SVM, and Regression to specify parameter discrepancies, enabling advanced error identification in pixel deposition facilities and slashing maintenance expenses by 15%
- Found key defect determinants from multiple variables applying Decision Tree & Neural Network, improving production yield by 0.2%
- Conducted validation studies comparing new equipment with existing setups, ensuring a seamless 98% parameter match
- Authenticated product unit pricing integrity via sales data analysis applying Multiple Regression, optimizing pricing strategy and increasing revenue by 1%

ACADEMIC PROJECTS

Data Research Lab, KAIST Seoul, South Korea
Researcher **(**ML/Data analysis projects with startup companies under Professor Jaehyeon An) September 2016 – January 2019

- **Company N, a healthcare startup (**Sep 2016 – Dec 2016) Language: Python, MySQL

Examined and augmented demand generation by discovering optimal buying periods and mediums, adeptly employing focused email campaigns and mobile alerts. Tactic, confirmed through A/B trials, led to a 0.4% surge in conversion rates and bolstered digital marketing effectiveness [CODE]

- **Company D, an education startup (**Feb 2017 – May 2017) Language: Python, MySQL
  Formulated lecture a based on survey and purchase customer data, resulting in a 12% boost in engagement
  Devised a campaign strategy using CAC & LTV metrics from channel record, optimizing marketing operations expenses by 5% and helping marketing automation [CODE]
- **Company Z, shopping platform** (Sep 2017 – Dec 2017) Language: Python, OracleDB, MySQL
  Enriched recommendation system by identifying gaps and upgrading existing framework, increasing user engagement by 10% [CODE]
  Leveraged web analytics to dissect and counteract cart abandonment issues, culminating in a 5% surge in finalized transactions [PDF]
- **Company K, a freelance open market service** (Sep 2018 – Dec 2018) Language: Python, MySQL
  Applied advanced mining techniques and learning algorithms to solve problems, contributing to a 7% improvement in user retention [CODE**]**

Santa Clara University (Advisor: Professor Alan Tan, Professor: Sriram Sundararajan) Santa Clara, CA

- Fine-tune Llama 2 7B on 8 NVIDIA V100 16G GPUs for Question Answering on history-related KorQuAD data, augmented by ChatGPT
- Fine-tune BART-large-CNN on SAMSum dataset for dialogue summarization using LoRA optimization
- Fine-tune RoBERTa-base on BioNLP 2004 dataset for classification using LoRA
- Fine-tune T5-large on WikiText-2-raw-v1 dataset for text generation
- Fine-tune RoBERTa-large on GLUE MRPC dataset for sentiment analysis using PEFT P-tuning
- Airbnb review score and price analysis Project
  Utilized NLP techniques to process and vectorize text data from various descriptions and host name
  Developed pricing optimization strategies for hosts and streamlined review source utilization [CODE]
- Movie Recommendation Machine Learning Project

PUBLICATION [PDF]

Research at KAIST by Minseok Oh, Kyuhong Park, Dongyeon Kim (Advisor: Jaehyeon An) 2019

Expected Values on the Continuous Intention to Use IoT Products from the Perspective of Expectation-Confirmation Theory
*Published in the Journal of the Korean Operations Research and Management Science Society

- A Study on the factors of Expected Value on Satisfaction and Continuous Use of Intention analyzing user data and survey data (Python, Qualtrics, Smart PLS, SPSS)
- Interpreted results by demographic detail analysis of household, residential areas, and income levels
- Presented implications and established customer marketing and positioning strategy

EXTERNAL COURSES & CERTIFICATES [PDF]

External: Multivariate Calculus, Linear Algebra, Statistical Inference, Data Structures, Randomized Algorithms
Certificates: Oracle Cloud Analytics Professional, Autonomous Database Cloud Specialist, Cloud Infra Architect Professional, Cloud Infra Architect, Cloud Infra Foundation,

ADDITIONAL INFORMATION

SCU AI club, Bay Area (Director) May 2024 – Present

- Led a student organization dedicated to advancing AI knowledge and innovation
- Fostered skill development in AI for members at all experience levels
- Organized guest lectures, hackathons, and workshops on cutting-edge AI technologies

NVIDIA AI & Deep Learning Conference GTC 2024, 2018 (Attendee)

- Attended a conference about global trends in AI and Deep Learning
- Participate in various deep learning training sessions (DLI)

The Korean Operations Research and Management Science Society Academic Conference, Korea (Presenter) [PDF] Oct 2019

- Attended an academic conference to present research in KAIST, Expected Values on the Continuous Intention to Use IoT Products from the Perspective of Expectation-Confirmation Theory

KAIST Data Science & Business Analytics Group, South Korea (Member, Tutor) February 2018 – July 2023

- Taught Python programming and IT consulting strategy
- Participated in business & data analysis case study
- Knowledge share (IT, Business strategy, accounting, marketing, consulting, etc.)