

Curriculum Vitae

Seohyun Kim

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Personal Website <https://seohyun03.github.io/seohyun03/>

Github <https://github.com/seohyun03/Portfolio>

Education

Master of Science in Business Informatics (3.75/4.0)

Sep 2021 – Aug 2023

Hanyang University (Seoul, South Korea)

Dissertation: A Study on the User Evaluation Prediction of UI Design.

Business Intelligence and Strategy Lab

Bachelor of Arts in Library Science (3.75/4.5)

Mar 2014 – Aug 2019

Myongji University (Seoul, South Korea)

Major: Library and Information Science, Minor: Business Administration

Work Experience

Research Scientist

Dec 2023 – Mar 2024

EDEN T&S

- Developed and implemented advanced OCR(Optical Character Recognition) solutions, enhancing data extraction and accuracy
- Designed and created comprehensive training and testing datasets for OCR systems
- Authored comprehensive onboarding guides for new employees

Teaching Assistant

Mar 2022 – Feb 2023

Hanyang University, Law School

- Prepared educational materials and sourced relevant texts for courses
- Assisted in grading assignments and exams to support instructional goals

Intern Librarian

Feb 2020 – Dec 2020

Asia Library, Harlan Hatcher Graduate Library, University of Michigan

- Managed metadata (MARC) for books and resources, and enhanced data organization and retrieval efficiency through cataloguing materials related to Korean studies
 - Implemented data standardization in the Deep Blue Repositories project
 - Participated in the collection project 'Seoul 1969: Photographs by a Peace Corps Volunteer'
 - Organized and led weekly meetings for interns in other universities' libraries to improve comprehension of tasks
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Publications

1. **Seohyun, Kim**, and Minsoo, Shin., Exploring Webpage Aesthetic Perception Among Users: A

Color-Centric Approach

- Status: Preparing for submission to *Journal of the Association for Information systems*.
 - 2. **Seohyun, Kim**, Jungun, Moon, Seongho, Cho, and Minsoo, Shin. Analyzing the Influence of Payment Models and Visual Elements on the Success of Open World Adventure Games: An Empirical Approach
 - Status: Preparing for submission to *Journal of Information Technology Services*
 - Presented at the 25th International Conference on Electronic Commerce & Korean Society of IT Services 2024 Spring Joint Conference
 - 3. **Seohyun, Kim**, Seongho, Cho, and Minsoo, Shin (2023). Comparative Analysis of Metaverse Research Trends and Public Opinion: Using Topic Modeling algorithm
 - Status: Published at *Journal of the Korean Operations Research and Management Science Society*, 48(3), 41-53, <http://doi.org/10.7737/JKORMS.2023.48.3.041>
 - Presented Joint Conference of the Korean Institute of Industrial Engineering, and the Korean Society of Management Science Spring 2023
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Conferences

1. **Seohyun, Kim**, Jungun, Moon, Seongho, Cho (May 2024). *Analyzing the Influence of Payment Models and Visual Elements on the Success of Open World Adventure Games: An Empirical Approach*. 25th International Conference on Electronic Commerce, and Korean Society of IT services 2024 Spring Joint Conference
 2. **Seohyun, Kim**, Seongho, Cho (June 2023). *Comparative Analysis of Metaverse Research Trends and Public Perception using Topic Modeling*. Joint Conference of the Korean Institute of Industrial Engineering, and the Korean Society of Management Science Spring 2023
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Research Experience

Exploring Webpage Aesthetic Perception Among Users

Sep 2021 – Present

- Revision for submission in progress
- Analyzed web page aesthetics that could influence the satisfaction of users in web pages
- Solved the lack of robustness and interpretability of models in previous research and the problem the prior scholars only focused on single color and sub-elements
- Utilized deep features and handcrafted feature together and variables relevant to color itself including complementary combinations
- Implemented ResNet, SENet and revised TabNet

Analyzing the Success of Open World Adventure Games

Dec 2023 – Present

- Revision for submission in progress
- Presented at the 25th International Conference on Electronic Commerce & Korean Society of IT Services 2024 Spring Joint Conference
- Considering specific visual factors and preference of game depending on game genres and the penchant depending on payment models
- Building a Dataset by Collecting Steam Platform Preferences and Images
- Reflecting payment models, character design and background design using EfficientNet and XGBoost

Analysis of Metaverse Research Trends and Public Perception

Sep 2022 – Aug 2023

- Published a paper ‘Comparative Analysis of Metaverse Research Trends and Public Opinion: Using Topic Modeling algorithm’
- Presented Joint Conference of the Korean Institute of Industrial Engineering, and the Korean Society of Management Science Spring 2023
- Crawling Korean text data in Korean article platform RISS and Twitter about Metaverse from 2021 to 2022, and building paper title dataset
- Analyzed the change and transition of public opinion and research trends depending on time flow
- Used LDA and BERTopic based on characteristics of each data

KT Alley Economy Project

Oct 2022 – Jan 2023

Suggestion of solutions and strategies for small business owners to escalate profits

- Analyzed floating population, regional sales, and commercial districts using KT’s programs
- Implemented LDA application to review data of social media platform including Instagram and Brunch
- Provided tactics about holidays, delivery services, and new menu categories based on the analysis results

Quality Error Prediction Analysis Model for Defect Prevention

Jul 2022 – Dec 2022

The preemptive detection of melting tank error

- Researched on papers relevant to defects in the dissolution process and particle dissolution
- Participated in data processing and visualization
- Cooperated with utilize DNN to classification analysis with Tensorflow2 and GAN to predict future data distribution
- Prepared presentation materials and reports of the project

Lpay Activation and Marketing Strategy Based on Machine Learning

May 2022 – Aug 2022

Development of Lpay customer activation by customized marketing strategies depending on the characteristics of each customer group

- Participated in data visualization and developing customer segmentation model by XGBoost Classifier
- Suggested marketing strategies and events based on the penchant of cohort

Leadership & Activities

Leader in Study Session in Business Intelligence and Strategy Lab

Jan 2022 – Dec 2022

Samsung Group University Student Supporters

Feb 2016 – Aug 2016

Club Dreamforest

Feb 2015 – Feb 2016

- Official Blog Administrator & Team member of marketing: Successfully sold out 5+ events with 30-50 participants, achieving full attendance (both paid and free)
- Planning and managing events for university students and young adults: Networking event “Making Real Buddy in Korea”, Motivational Talk “Wanderlust Talk”, Workshop “A Day of Communicating with Software” and so on.

- Club Leader (Feb 2015 – Feb 2016): Developed and implemented an annual event schedule to enhance club engagement and participation, coordinated alumni networking events and organized internal workshops to support knowledge sharing and collaboration, worked closely with external groups to plan and execute live performance

Scholarships & Awards

Excellence Prize: 2022 The 2 nd K-AI Manufacturing Data Analysis Contest	Dec 2022
Globalism Scholarship	Sep 2018
President's Special Scholarship	May 2017
President's Special Scholarship	Sep 2015
President's Special Scholarship	Mar 2015
Academic Excellence Scholarship	Sep 2014

Certificates & Licenses

ADsP(Advanced Data Analytics Semi-Professional)

SQLD(SQL Developer)

Big-Data Analysis Engineer

Calculus1: Basic concepts of calculus & sequence and series (STAR-MOOC Pohang University of Science and Technology)

Linear algebra (Inflearn)

Skills

Python:	Advanced
R:	Moderate
Scikit-learn:	Advanced
Tensorflow2:	Advanced
Pytorch:	Advanced
Postgre SQL:	Moderate
MS Word:	Advanced
MS Excel:	Moderate
Photoshop:	Moderate
Premiere Pro:	Moderate