Curriculum Vitae   Seohyun Kim

✉ dorothy5018@gmail.com

Education

SEP 2021 - AUG 2023

Master of Science 3.75/4.0
Hanyang University, Master of Science in Business Informatics (Seoul, South Korea)
Dissertation: *A Study on the User Evaluation Prediction of UI Design.*

MAR 2014 - AUG 2019

Bachelor of Arts 3.75/4.5
Myongji University, Bachelor of Arts in Library Science (Seoul, South Korea)
Major: *Library and Information science*
Minor: *Business Administration*

Work Experience

DEC 2023 - MAR 2024

Research Scientist
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

MAR 2022 - FEB 2023

Teaching Assistant
Hanyang University, Law school

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

FEB 2020 - DEC 2020

Intern Librarian
University of Michigan
Harlan Hatcher Graduate Library, Asia Library

- Acquisition, Cataloguing of 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

Conferences

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*
JUN 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*

Publications

Seohyun, Kim, and Minsoo, Shin
"Exploring Webpage Aesthetic Perception Among Users: A Color-Centric Approach"
Preparing for submission to *Journal of the Association for Information systems.*

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"
Journal of Information Technology Services (Under review)

Seohyun, Kim, Seongho, Cho, and Minsoo, Shin (2023).
"Comparative Analysis of Metaverse Research Trends and Public Perception using Topic Modeling"
Journal of the Korean Operations Research and Management Science Society 48(3), 41-53

Research Experience

OCT 2022- JAN 2023	**KT Alley Economy Project** **Business Intelligence & Strategy Lab** 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
JUL 2022 - DEC 2022	**Quality Error Prediction Analysis Model for Defect Prevention** **Business Intelligence & Strategy Lab** 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
MAY 2022- AUG 2022	**Lpay Activation and Marketing Strategy Based on Machine Learning** **Business Intelligence & Strategy Lab**

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

Awards & Scholarships

DEC 2022	Excellence Prize: 2022 The 2nd K-AI Manufacturing Data Analysis Contest
SEP 2018	Globalism Scholarship
MAY 2017	President's Special Scholarship
SEP 2015	President's Special Scholarship
MAR 2015	President's Special Scholarship
SEP 2014	Academic Excellence Scholarship

Additional Education

JUN 2024	Calculus1: Basic concepts of calculus & sequence and series (STAR-MOOC POSTECH)
SEP 2022	Introduction to Linear Algebra (Inflearn)

Language & Additional Skills

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