# SOOJIN LEE

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## EDUCATION

**University of Pennsylvania** *Candidate for M.S. in Computers and Information Technology*   08/2024 - 05/2026
Coursework: Software Development, Math Foundations of CS, Computer Systems

**New York University** *B.A. in Interactive Media | Cumulative GPA: 3.97/4.00*   08/2019 - 05/2023
Coursework: Data Structures & Algorithms, Text Analysis with ML, Human-Centered Data Science
Honors Project: *Elephant in the Room | AI-powered Video Dialogue Application* (Link)

## PROFESSIONAL EXPERIENCE

**Noon** *(Middle East's largest homegrown e-commerce platform)*   07/2023 - 07/2024
Associate Product Manager | Food Delivery Vertical   *Dubai, UAE*

- Led product development and technical integration of customer service automation for cancellations and delayed orders using RESTful APIs and predictive refund calculations, resolving 9% of total requests.
- Initiated and achieved a 150% increase in tips by launching post-order tipping and repeat-for-next-order features; conducted behavioral data analysis and A/B testing to optimize user engagement.
- Launched a ratings feature and an incorrect menu reporting system, enhancing restaurant recommendation logic and app reliability, contributing to an 18% increase in CSAT score and a 23% increase in conversion rate.

**Computational Approaches to Modeling Language Lab**   04/2022 - 05/2023
Student Researcher | AI Application Research   *Abu Dhabi, UAE*

- Conceptualized and created speech-responsive avatars from YouTube videos, integrating OpenAI's GPT-3 LLM.
- Processed long interview-format YouTube videos into 500+ meta-tagged, segmented short clips using AI tools and video processing libraries such as PyTube, OtterAI, and FFmpeg.
- Engineered an interactive interface leveraging machine learning for real-time semantic similarity scoring, enabling users to engage in topical conversations with 500+ processed YouTube videos.

**Hall Pass Studio**   06/2021 - 02/2022
Game Designer & Data Analyst   *NYC, USA*

- Directed the game design and UI/UX for "Citation," a 20-minute HTML5 game optimized for both mobile and desktop platforms, making traditional academic integrity training fun for NYU students (Video Demo).
- Conducted play-testing with 50+ diverse students, analyzed real-time player data on Firebase, and iterated on UX to optimize play experience and knowledge acquisition.

## PROJECT HIGHLIGHTS

**Explore NYU** *(Multiplayer Web Game)* | Developed a real-time web-based game for 2 players featuring 5 mini-games. Used JavaScript, p5.js, Socket.IO, and Node.js, with data training implemented through ML5.js (GitHub).

**Names Around the World** *(Gamified Data Visualization)* | Created a data visualization of demographic information associated with names, integrating two APIs and using JavaScript for interactive visualizations (GitHub).

**Digikraft.io** *(NFT Marketplace Web Design)* | Designed and UX engineered an NFT marketplace interface with artist commission features, acquiring 1,900+ users and 250+ artist sign-ups in the first month (Link).

## SKILLS

- Languages & Tools: Python, C++, Java, JavaScript, Node.js, React.js, SQL, Jira, AWS, Figma
- Packages: Pandas, NumPy, Scikit-Learn, spaCy, Matplotlib, HuggingFace
- Others: Data visualization, analysis; Statistics, Probability, UI/UX Design, Git, LaTeX