

# 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

## SKILLS

**Languages & Databases** Python, Java, C, JavaScript, SQL, MySQL, PostgreSQL, BigQuery, Firebase

**Frameworks & Libraries:** Node.js, React, ml5.js, pandas, NumPy, Socket.IO, FFmpeg, Hugging Face, Matplotlib

**Tools & Platforms:** Git, Docker, PyTune, Jira, Figma, Godot, Processing

## PROFESSIONAL EXPERIENCE

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

- Owned the end-to-end integration of customer support automation using REST APIs with Zoho CRM, enabling in-app self-service and chat automation. Streamlined MySQL data for a fraud-preventive refund system, reducing manual support by 9%.
- Launched a post-order tipping feature with a user-interactive rider info dashboard using PostgreSQL and KafkaJS, increasing tips by 150%. Enhanced payment efficiency by bypassing 3DS/OTP checks with noon-Pay—an internal payment gateway—cutting transaction time from 12 to 2 seconds.
- Revamped ratings calculation from simple average to Exponential Moving Average (EMA), improving real-time feedback and increasing the CSAT score for restaurant recommendations by 2%.

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

- Conceptualized and developed speech-responsive avatars from YouTube videos by integrating the [TOIA](#) API—an open-source video interaction system—with a Dialogue Manager powered by OpenAI's GPT-3.
- Parsed and segmented over 500 meta-tagged clips from long-form interview-style YouTube videos, using AI tools and video processing libraries such as PyTune, OtterAI, and FFmpeg.
- Engineered a multi-modal web interface for video retrieval and interactive conversations using React.js, Node.js, and Google Speech-to-Text API. Containerized the application with Docker and deployed it on Google Cloud.

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

- Directed game design and UI/UX for "Citation," a 20-minute HTML5 game for mobile and desktop using Godot. Transformed text-heavy academic integrity training into a fun gameplay experience for NYU students ([Demo](#)).
- Conducted play-testing with 50+ students, including those with diverse learning needs. Analyzed real-time Firebase data and implemented data-driven UX iterations to improve knowledge acquisition and retention.

## PROJECTS & LEADERSHIP

**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](#)).

**Blockchain Collective @ NYU** (*Co-Founder*) | Led a student organization at NYU to educate peers on blockchain technology, organizing monthly events like *Generative Art on NFTs* and a *Crypto Investing Competition* with Ripple.