

Soobeen Kim
Seoul, Korea | P: +82 1048708940 | k.sue3028@gmail.com

EDUCATION

Yonsei University **Mar 2018 - Feb 2025 (Expected)**
Bachelor of Business Administration, Minor in Computer Science

WORK EXPERIENCE

Whitecube Inc. (startup servicing healthcare app 'Challengers' to 1.7M users) **Aug 2021 – Aug 2023**

Front-end Engineer Intern

- Involved in major company-wide React.js (Next.js) and React Native projects including building a design system, refactoring web and app authentication using OAuth, and refactoring entire app from legacy codes.
- Developed ChalStore(챌스토어), a supplement e-commerce platform with intake tracking feature, from the ground up with small team (3 Front-end developers) using React Native. Contributed to design data flows (order, delivery, return, etc.) and the database schema.
- Built high-impact event web pages, including the Miracle Morning Challenge page which successfully attracted 1M MAU.
- Contributed to the On-LAN Race(랜선대회) feature using React Native, enabling users to compete in healthy habits like gym attendance (tracked via geolocation), sleep patterns (tracked via timer), or step counts (integrated with Apple HealthKit and Android Health) etc.
- Implemented gamification on React Native environment developing GodLifeMon(갓생몬) feature where users can grow characters and decorate room with to-do task complements. Optimized performance using Lottie files and carefully designed components and classes.

Whitecube Inc.

Apr 2021 – Jan 2022

Data Scientist Intern

- Designed and implemented an ELK(Elastic Search-Logstash-Kibana) pipeline to collect data and visualize core business KPIs (e.g. user acquisition metrics, cash flow data).
- Automated data spreadsheet of marketing indicators (e.g. user acquisitions and cost by marketing channels) using Google Apps Script, AppsFlyer API and MySQL queries, saving 10 hours per week of manual copying work.
- Generalized and cleaned 30K+ row dataset of health supplements' data using RegEx for the supplement e-commerce platform.

HYBE Entertainment

Nov 2020 – Mar 2021

Freelance Data Analyst

- Provided data analytics and visualization support to the CMO(Chief Marketing Office) team.
- Contributed to designing survey and research questionnaires for various projects, ranging from K-pop event satisfaction assessments to overall US market research.
- Built company-wide shared data dashboards using Google Data Studio to present K-pop event survey results.
- Applied Natural Language Processing (NLP) techniques to analyze text-based data generated by K-pop fans, identifying key insights and trends.

UNIVERSITY PROJECTS

Yonsei Eagle Studio

Mar 2024 – Present

Front-end developer

- Developed a style transfer website built with Next.js 14(app router) enabling users to generate stylized images from their photos.
- Planning to launch the service at AKARAKA, the university's largest festival.

Resume+ **Dec 2023 – Present**

Front-end developer

- Developed a web-based AI interview practice platform, allowing users to submit their resumes and conduct mock interviews with personalized questions.
- Implemented camera, microphone, and screen recording functionality using the Web MediaDevices API, along with stream-based STT and TTS APIs.

Heidi **Feb 2024 – Mar 2024**

Front-end developer

- Developed demo website for forest activity reservation service.
- Earned 1st Place in Forest Big Data Application Hackathon hosted by Korea Forestry Promotion Institute(한국임업진흥원) and Forest Big Data Exchange Platform(산림빅데이터거래소).

LookNCook **Jan 2024 – Feb 2024**

Mobile developer

- Developed a Flutter-based cooking support app for visually impaired individuals, integrating Gemini API for image recognition and recipe generation.
- Reached the Global top 100 in the Google Solution Challenge.

PathFinder **Dec 2023**

Front-end developer

- Developed a barrier-alerting website for visually impaired individuals during a 2-day hackathon.
- Built with Next.js and utilized the Web MediaDevices API for camera input.
- Implemented real-time camera feed analysis supported by a Vision Transformer model on the backend server, enabling efficient barrier detection.

Typography Generation Based on Sentiment Analysis of Sentence **May 2021 – Jun 2021**

Team Leader

- Led the development of an ML pipeline that analyzes text sentiment and generates matching typography.
- Utilized BERT for sentiment analysis and MC-GAN for style transfer.
- Awarded 1st Place in 2021 Spring Semester Conference in YBigta (Yonsei Big Data Club).

Challengers-YBigta Industry-Academia Collaboration **Feb 2021**

- Participated in the Recommendation Algorithm Development Team, contributing to the development of a content-based filtering model.

Auto-Generated YouTube Thumbnail Image on Twitch **Nov 2020 – Dec 2020**

Team Leader

- Led the development of a pipeline to generate YouTube thumbnails from Twitch videos.
- Utilized the Twitch API to extract comments, performed sentiment analysis for highlight detection, analyzed facial expressions for key scene identification, and implemented keyword extraction for title and background generation
- Awarded 2nd Place in 2020 Fall Semester Conference in YBigta (Yonsei Big Data Club)

ACTIVITIES & SOCIETIES

GDSC (Google Developer Student Club) Yonsei **Aug 2023 – Present**

Front-end chapter Core Member

- Collaborated with core members from other chapters to organize club activities.
- Conducted weekly sessions for frontend chapter members, covering key web development concepts including network flow, CSR/SSR, SEO, state management, and React hooks.
- Organized joint sessions with backend and ML chapters for promoting cross-disciplinary knowledge sharing.

YBigta (Yonsei Big Data Club)**Jul 2020 – Jun 2021**

President of Data Analytics Team

- Studied various topics in big data technologies like data analytics and visualization, machine learning models and big data system.
- Led a team within the club, guiding members in the development of data analytics projects and studies.
- Designed a semester-long curriculum to enhance team members' data analysis skills.

Programming Education Volunteer Program**Jan 2021 – Mar 2021**

Volunteer Team Leader & Instructor

- Developed a curriculum covering basic Python programming and big data analysis concepts for high school students and taught weekend classes to Paihwa Girls' High School students.
- Managed communications between the school and volunteer team.

ADDITIONAL

Technical Skills: (Languages) Javascript, Typescript, HTML, CSS, MySQL, Python, Java, Dart, Go (Libraries&Frameworks) React.js, React Native, Flutter, Next.js, redux, react-query, recoil, zustand, rxjs

Awards: Google Solution Challenge Global Top100 (2024); Won 1st place in Forest Big Data Application Hackathon (2024), Achieved a top 10% ranking of the Private category in LG System Quality Change-Induced User Discomfort Prediction AI Competition(LG 시스템 품질 변화로 인한 사용자 불편 예지 AI 경진대회) (2022); Won 3rd place in Smart City Big Data Utilization Business Model Discovery Contest (스마트시티 빅데이터 활용 BM 발굴 공모전) (2020);