

SEONGYEON (YEONIE) HEO

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EDUCATION

Bachelor of Science, New York University

August 2020 - May 2024

Computer Science major with double minor in Economics and Applied Mathematics

GPA 3.75/4.0

EXPERIENCE

Product Analyst Intern

June 2023 - June 2024

TikTok

Dubai, UAE

- Automated CPG Brand Scorecards, optimizing the comparison of client success metrics in Reach, Frequency, Continuity, and Product Mix; Reduction of manual processing time from 3 hours to real-time
- Developed an innovative cohort and RFM-based clustering framework, slashing the team's manual effort in understanding customer behavior by 80% and facilitating the revision of targeted action plans for clustered customers
- Predicted the 2024 revenue forecast by strategically leveraging historical data and growth trends, providing stakeholders with the insights needed to finalize quarter and product targets aligned with business objectives
- Led the development of a Master Dashboard, enhancing the consistency of revenue insights analysis across the global Data Science team through a streamlined Bi-Weekly business digest

Undergraduate Machine Learning Researcher

April 2023 - August 2023

New York University Abu Dhabi

Abu Dhabi, UAE

- Designed and engineered a smart healthcare solution to empower efficient Alzheimer patients via unleashing generative AI technologies with Large Language Models, voice synthesizer, and talking faces in Python
- Conducted in-depth research on the existing digital systems for Alzheimer's care, analyzing current functionalities and exploring potential enhancements, particularly through the application of new technologies
- Published and presented a comprehensive research paper "[MemoryCompanion](#): A Smart Healthcare Solution to Empower Efficient Alzheimer's Care Via Unleashing Generative AI" at the ML4H 2023 Conference

Undergraduate Computational Social Science Researcher

May 2022 - August 2022

New York University Abu Dhabi

Abu Dhabi, UAE

- Conducted web scraping using Python to extract and classify over 2000 movie scripts, performance details, and production crew lists from 9 online sources for data analysis purposes
- Programmed topic modeling algorithms, including LDA and STM, to analyze and establish a multi-dimensional correlation between film content and minority representation in Hollywood

Product Manager Intern

January 2022 - May 2022

HumanID

Remote - New York, USA

- Launched sprint backlogs tri-weekly based on client feedback, collaborating with CEO, tech leads, and PMs
- Directed a team of 3 engineers and a designer to redesign and implement changes for Home and Login pages
- Spearheaded a critical security enhancement for payment system by implementing the use of JSON Web Tokens in Express.js, replacing a manual database, and significantly reducing the risk of errors
- Resolved OTP errors on Android that impacted 40% of users by updating software conditions to comply with SMS Retriever API requirements

PROJECTS

Recipe Grandma. A mobile app that recommends a recipe based on users' available ingredients

Proximity. A startup business model design that connects student-run businesses and local community

Ringle Product Competition. A PM competition, hosted by 'Ringle' EdTech, where I identified the current product problem of paid-content of Ringle and proposed solutions with prototypes

Oscar-winning Film Trend. A data analysis project on shifts in content of Oscar-winning films over time

Why this? A good/bad UX campaign based on NYUAD campus facilities from students and faculty views

weSTEM Website. A website developed from scratch for Student-Interest-Group (weSTEM) as the web chief

EXTRA-CURRICULAR & LEADERSHIP

Teaching Assistant for course Human-Centered Data Science at NYU

September 2023 - Present

Computer Science Research Mentorship Program Scholar at Google

February 2023 - May 2023

Operations Volunteer at ProductCon(ference) 2022 by Product School

October 2022 - November 2022

Research Analyst Intern at Hedayah

November 2021 - February 2022

Marketing Communications Coordinator at Elena's Light

May 2021 - August 2021

SKILLS

Programming Languages

Python, R, SQL, CSS/HTML, Javascript, C++, C

Tools

Microsoft Excel, Tableau, Figma, Google Analytics, Mailchimp