

SOOJIN LEE

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EDUCATION

University of Pennsylvania *Candidate for M.S in Computers and InfoTech* Aug 2024 - May 2026
Coursework: Software Development, Math Foundations of CS, Computer Systems

New York University *B.A in Interactive Media | Cumulative GPA: 3.97/4.00* Aug 2019 - May 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*) Jul 2023 - Jul 2024
Associate Product Manager | Food Delivery Vertical *Dubai, UAE*

- Led product development and technical integration of customer service resolution automation 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 incorrect menu reporting system, enhancing restaurant recommendation logic and app reliability, contributing to a 3% increase in conversion rate.

Computational Approaches to Modeling Language Lab Apr 2022 - May 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 Jun 2021 - Feb 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, Nump Py, Scikit-Learn, SpaCy, Matplotlib, HuggingFace
- Others: Data visualization, analysis; Statistics, Probability, UI/UX Design, Git, LaTeX