


Jae Yoon CHUN

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Homepage

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 Seoul, South Korea

EDUCATION

2010 - 2016	The University of Edinburgh (BSc with Honours in Mathematics), Edinburgh, United Kingdom
2006 - 2010	The American School in England (High School Diploma), Surrey, United Kingdom
2005 - 2006	Overseas Family School (Middle School Diploma), Singapore, Singapore

EXPERIENCES

April 2025
January 2022

Senior Consultant, EY CONSULTING, ARTIFICIAL INTELLIGENCE TEAM, Seoul, South Korea

- ▶ Dong Woo Fine-Chem Co., Ltd
 - Identified and curated a comprehensive longlist of AI use cases applicable across the entire organization, along with key business unit-specific (three major divisions) AI initiatives.
 - Evaluated and prioritized AI initiatives to identify 3-5 high-impact quick-win projects, developing detailed implementation strategies to ensure efficient execution.
 - Defined a structured AI implementation roadmap, outlining key milestones, priorities, and execution plans to drive organization-wide AI adoption and value realization.
- ▶ Yanolja Co. Ltd
 - Established a comprehensive global security framework for Yanolja Group across domestic and international member companies to prepare for ISO 27001 and ISO 27701 certification audit.
 - Performed group pre-assessments after conducting interviews and reviewing related documentations.
 - Designed security support processes for member companies.
 - Developed a security portal dashboard to manage and monitor the status of each member companies under the group.
- ▶ LG Electronics
 - Developed solutions to address domain problems based on AI Contents within the AI Learning Organizer (ALO) framework.
 - Provided training guides and enhancing solutions to solve problems using AI Solutions.
 - Set up the development environment for ALO with Tabular Classification/Regression (TCR) and Computer Vision Contents in the analysis environment.
 - Conducted model experiments to secure performance and customizing to fit the domain.
- ▶ LG Chem
 - Developed comprehensive course materials and training resources for the Citizen Data Scientist platform.
 - Produced engaging online video tutorials demonstrating CDS platform practical exercises.
 - Constructed and assessed quiz and final exam questions for the CDS program.
- ▶ Samsung
 - Crafted strategies to enhance the Samsung Rewards Program and My Page, aiming to improve the customer experience journey.
 - Developed a detailed strategy for implementing the 'Rewards Gifting' service, already in operation at Samsung Korea, in the United Kingdom and France.
- ▶ DL Chemical
 - Conducted interviews to identify practical use cases to evaluate feasibility and priorities.
 - Explored potential use cases, pinpointed viable options, and created executable plans for immediate implementation.
- ▶ Generative AI PoC
 - Created vector embeddings using GPT-3.5 Turbo model with text-embedding-ada-002 after preprocessing patent data on Azure OpenAI.
 - Developed search engines using semantic search to increase productivity by providing relevant context and meaning of words.
 - Summarized the benefits and the limitations of using search engines in conservative industries.

<div>April 2025</div> <div>January 2022</div>	<div>Senior Consultant, EY CONSULTING, ARITIFICIAL INTELLIGENCE TEAM, Seoul, South Korea</div> <ul style="list-style-type: none"> <div> <div> <div> <div></div> <div>Samsung MX Division</div> </div> <div> <div>- Provided insightful analyses on consumer demand and points of interest among the younger generations, specifically focusing on topics like Photo, Game, and Wellness.</div> <div>- Delivered strategic insights and recommendations on how Samsung MX Division can effectively leverage and capture these consumer demands to enhance market penetration and customer engagement.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Developed marketing database and performing statistical analysis within five different segments using Tweets, Facebook and Instagram posts for Samsung Galaxy and iPhone.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>ChatGPT Internal Project</div> </div> <div> <div>- Researched on the latest technology, GPT, and summarizing its potential applications, associated risks, and leverage points for implementation.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>LG Chem</div> </div> <div> <div>- Built an end-to-end machine learning pipeline from data preprocessing to variable selection for raw material price prediction, i.e. Naphtha and Crack.</div> <div>- Assisted in developing machine learning and deep learning forecasting models and testing with different types of target values.</div> <div>- Designed a dashboard to support decision-making in the processes of purchasing raw materials.</div> </div> </div> </div>
<div>December 2021</div> <div>December 2018</div>	<div>Data Analyst, I-SCREAM EDU CO. LTD, DATA SCIENCE TEAM, Seoul, South Korea</div> <ul style="list-style-type: none"> <div> <div> <div> <div></div> <div>Responsible for collecting, cleaning, validating data and creating KPIs for different teams, i.e. marketing and e-commerce team.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Conducted and interpreted a cluster analysis for marketing data and student performance logs.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Performed web log analysis to analyse customer behaviors on different marketing channels, i.e. Display Ads, Search Ads, organic users, and etc.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Utilized NLP techniques to extract and organize survey data with the voice of customer analytics.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Executed demographic analysis for market segmentation using folium and Kakao API.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Contributed to building Marketing Mix Modeling for various marketing channels.</div> </div> </div> </div>
<div>November 2018</div> <div>December 2017</div>	<div>Software Engineer, FINOTEK CO. LTD, BLOCKCHAIN DIVISION, Seoul, South Korea</div> <ul style="list-style-type: none"> <div> <div> <div> <div></div> <div>Assisted in implementing a Machine Learning Chatbot for CJ Hello Co. Ltd.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Assisted in maintaining the official website of the blockchain project.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Participated in a design thinking workshop for a blockchain project to select the MVP with IBM Korea and Singapore, IBM Garage.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Analyzed active users of the blockchain app based on their locations.</div> </div> </div> </div>
<div>December 2017</div> <div>April 2017</div>	<div>Global Marketing Staff, FINOTEK CO. LTD, GLOBAL MARKETING TEAM, Seoul, South Korea</div> <ul style="list-style-type: none"> <div> <div> <div> <div></div> <div>Responsible for analyzing the current market and providing solutions to digitize the banking system in Myanmar.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Conducted Proof of Concepts with BNP Paribas Cardif by proposing new e-Subscription solutions, leading to winning the 'Customer Services Digitization' at the BNP Paribas Challenge Awards Ceremony.</div> </div> </div> </div> <div> <div> <div> <div></div> <div>Managed events to address clients' needs for transitioning to digital transformation.</div> </div> </div> </div>

PUBLICATION

2022.02.09

Contrastive Learning for Knowledge Tracing. (WWW-2022)

Wonsung Lee, Jaeyoon Chun, Youngmin Lee, Kyoungsoo Park, Sungrae Park

SKILLS

AI Strategy & Implementation	Contributed to AI adoption, security compliance, and business transformation projects.
AI & Data Analytics	Developed AI models for market prediction, security, and business optimization.
Digital Transformation	Supported AI model development for market prediction and worked on security and business optimization initiatives.