

SEONGEUN ELLY HAN

Software engineer specializing in front-end and data analytics

EXPERIENCE

- 2018
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Present
- **MFit Lab**
Growth Engineer 📍 Seattle, WA
• **Build:** develop features, data infrastructure, and experiments to maximize growth for consumer web and gaming startups
- 2015
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2016
- **AIA**
Senior Data Analyst 📍 Hong Kong
• **Data Product Prototyping:** conducted user research and prototyping for freemium model to incentivize healthy habits with wearable devices
• **BI:** created unified dashboards from various analytics tools, internal log data, and survey data
• **Growth:** delivered \$5M budget optimization; improved the CPA by 25% across the media
- 2011
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2015
- **ZOYI**
Lead Data Analyst 📍 Seoul, Korea
• **Data Analysis:** interpreted IoT log data to spatial analysis dashboard such as store heat map and movement path
• **Data Stories:** designed and executed analyses for PR stories
• **Growth:** shipped new features including bidding; grew MRR by 400%
- 2007
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2010
- **Microsoft**
Enthusiast Evangelist 📍 Seoul, Korea
• **Evangelism:** advocated MSFT's technologies to enthusiasts/STEM students/professors by presentations, videocastings, and writing articles
• **Program Management:** grew the DreamSpark by 150%, ranked No. 3 worldwide; launched the BizSpark, achieved 60% penetration rate using open data crawling and analysis
• **Customer Satisfaction Tracker:** attained the No. 1 position in FY10 Academic Net Satisfaction survey

PROJECTS

- 2019
- **EasyRide**
Ridesharing app for commuters, [GitHub](#)
• TypeScript, Node.js, GraphQL, React, Apollo
- 2019
- **Plastic Free Store**
Plastic free lifestyle ecommerce site, [Live](#) | [GitHub](#)
• PWA, React, Next.js, GraphCMS
- 2018
- **PicMe**
A web app for finding the best photos, [Live](#) | [Github](#)
• React, Express, Node.js, MongoDB, Material UI & Bootstrap 4
• Role: Front-end

CONTACT

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🔗 ellysalley.github.io/

SKILLS

Programming

Python
R
Scala
JAVA
JavaScript (React/Node)
HTML
CSS/SCSS

Tools

Git
Jupyter Notebook
RStudio
Shiny
Tableau

Last updated on 2019-02-09.



EDUCATION

Expected
2019



Seoul Digital University

B.Eng. in Computing Engineering

📍 Seoul, Korea

2014



Ewha W. University

M.A. in Psychology

📍 Seoul, Korea

• Focused on Consumer Psychology and Cognitive Science

2005



Ewha W. University

B.A. in AD & PR + TV & Film (Double Major)

📍 Seoul, Korea



CERTIFICATION

2018



Lambda School

Certificate in Computer Science

📍 San Ramon, CA

2017



Johns Hopkins University on Coursera

Certificate in Data Science

📍 Mountain View, CA



PUBLICATIONS

2016



Fitting decision and preference consistency

Korean Journal of Consumer and Advertising Psychology

Seongeun Han, Yoon Yang.

2008



Restoration of cultural properties through Microsoft PhotoSynth

Journal of Information Processing

Seongeun Han