

# SEONGEUN ELLY HAN

Software engineer specializing in front-end and data analytics

## EXPERIENCE

- 2018  
|  
Present
- **MFit Lab**  
Growth Engineer 📍 Seattle, WA
- **Build:** develop features, data infrastructure, and experiments to maximize growth for consumer web and gaming startups
- 2015  
|  
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  
|  
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  
|  
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.com](https://ellysalley.com)

## SKILLS

### Programming

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

### Tools

Git  
Jupyter Notebook  
RStudio  
Shiny  
Tableau

Last updated on 2019-02-08.



## 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**