

Min Kim

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Education

University of Illinois Urbana-Champaign

Fall 2026

- Bachelor of Science in Information Science

Arizona State University - Barrett, The Honors College

Fall 2022 - Spring 2024

- Honors Bachelor of Science in Business Data Analytics + Computer Information System (Double Major)
- Certificate of International Business Studies

3.99/4.00 GPA

Honors: New American University Scholarship (\$58,000), Dean's List (4x), Leaders Academy (Top 15% of business students)

Work Experience

Krafton Inc. (#1 Global AI x Game publisher, Mkt. Cap \$11.3B)

Remote

- *AI Transformation Analyst* Jan 2026 – Current (Contract)
 - Led AI use case discovery across 13 job families by designing a **5K+ employee AI adoption survey** across HQ and 9 subsidiaries.
 - Analyzed **2K+ AI automation cases** using internal **ROI/KPI frameworks**, finding a gap between AI adoption and AI utilization.
 - Built interactive dashboards visualizing **task and workflow automation maturity** by division and job, and showcased best practices.
 - Delivered trilingual (KR/EN/JP) executive-ready document translating technical AI findings into strategic recommendations for **C-level stakeholders**.

Pacvue (#1 Global AI Commerce Media Platform, ~70K brands, ~12% of global retail media spend)

Chicago, Illinois

- *AI & Customer Intelligence Intern, Office of the CEO* Jun 2026 – Aug 2026
 - Built the weekly Performance Review report for leadership, tracking the revenue engine across pipeline, bookings, ACV-to-rev, and renewals.
 - Reconciled 3+ conflicting metric definitions across Salesforce and Tableau into a single source of truth for GTM executives.
 - Developed the "6 for '26" executive OKR dashboard for Enterprise SLT review, structuring 6 company priorities.
 - Led ChatGPT Ads product enablement and prototyped an ENT Operating Agent that auto-generates enterprise-management digests for the team.

Krafton Inc. (#1 Global AI x Game publisher, Mkt. Cap \$11.3B)

Seoul, Gangnam

- *AI Transformation & Strategy Intern* Jul 2024 – Jul 2025 (Full-Time)
 - Created an **AI automation system** that automates Slack messages and led an implementation session for 50 employees.
 - Showcased and analyzed **30–50 AI use cases across 5 gaming studios**, evaluating employees' implementation of AI tools.
 - Led an internal AI usage tracking initiative across **3,100+ global employees**, directly reported results to the CEO.
 - Authored **Weekly AI Insights Reports** for the **Chairman, CEO, CFO**, and other executive leadership.
 - Presented a **3-year gaming industry investment trends** analysis to 20+ members of the Strategy Department.
 - Conducted benchmark research on **10+ governance cases and AI risk** across Global IT firms.
 - Developed Krafton's initial **AI governance plan** slide decks for **Chairman and ESG team's** review.
 - Created an **AI solutions database** with **30+ in-depth analyses**, supporting 4 major AI partnership agreements (**OpenAI, NVIDIA, MS, ElevenLabs**).
 - Contributed strategic insights at **weekly AI strategy meetings** with the CEO and partnership meetings with global AI companies.
 - Curated best AI use cases by job function and hosted a company-wide bi-weekly showcase session, attracting **600+ employees**.

Action Lab (Prof. Jessie Chin)

Illinois, Urbana

- *Human-AI-Interaction Research Assistant* Jan 2026 – Current (Part-Time)
 - Designing experimental conditions for an **IRB-approved study** examining how LLM-based AI players influence group decision-making.
 - Developing AI player behavior strategies grounded in game theory research to test human responses to mixed-quality information.
 - Evaluated and compared **+10 existing AI models** to identify the most effective options to deploy an AI player.
 - Developed prompt engineering frameworks using **ReAct, chain of thought**, and structured task decomposition.

Watts College of Public Policy (Reports to Endowed Professor Maryann Feldman)

Arizona, Phoenix

- *Undergraduate Research Assistant (Quantitative & Qualitative Data Analysis)* Sep 2023 – Jul 2024 (Part-Time)
 - Conducted literature review and proofread academic publications, supporting **place-based PE, VC** research.
 - Merged **600K+ subsidy tracker data** and analyzed trends through **Python (Colab & Jupyter), R, and Tableau**.
 - Reviewed **1M+ Duke data** for NSF-funded biomedical enterprise research with a team of USC, ASU, and CU scholars.
 - Developed a **MySQL database**, granting external users access to 7 critical datasets for cross-institutional research.

Leadership Experience

Memoria (AI Deployment Studio serving mid-market firms)

Chicago, Illinois

- *Founder & Deployed Strategist* May 2026 – Current
 - Built the service model around a 4-week pilot (qualify, map, build, test, deploy) entered via a 30-minute discovery session
 - Developed go-to-market targeting tenants with a tiered account pipeline across engineering, financial services, and manufacturing

Tradies (AI-driven gamified social platform connecting students in-person)

Arizona, Tempe

- *Co-Founder* Nov 2022 – May 2024
 - Pitched to investors in competitive settings, **securing over \$50K** in grants to fund Tradies' development.
 - **Led 500+ surveys and 30+ interviews** for primary market research, shaping product-market fit and platform design

Skills & Activities

Skills: SQL, Python, R, MS Excel, Tableau, Power BI, CSS, HTML, Figma, Javascript, Typescript, Databricks, AI solutions (For vibe coding & working)

Activities: MIRA (AI Memory Architecture Project), AI Alignment@UIUC (Newsletter Chief of Editor, Fundamental Reading Group), 2026 UIST-accepted HCI Poster Paper (AI-assisted decision-making via AI cloning), AgenticAI@UIUC (Active Member), Cozad Venture Challenge (UIUC Entrepreneurship Cohort)