

Suhyeon Shin

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Data and policy analyst with 10+ years of experience in public sector data, electoral analysis, and urban policy. PhD researcher at LSE studying property-based inequality and voting behaviour. Proficient in Python, SQL, GIS, and AI-assisted analytical workflows.

TECHNICAL SKILLS

Programming: Python (pandas, matplotlib, geopandas, BeautifulSoup), R, SQL (BigQuery, PostgreSQL)

Data & Visualisation: Statistical analysis, regression modelling, spatial econometrics, GIS/QGIS, data visualisation, ETL pipelines

Tools & Workflow: Git/GitHub, LLM-integrated analytical workflows (Claude, ChatGPT)

Languages: Korean (native), English (proficient), Japanese (intermediate)

PROFESSIONAL EXPERIENCE

- 2024 – **UrbanDataLab (Freelance)** *Data Analyst / Researcher*
- Conducted labour migration analysis using employment insurance microdata for the National Assembly of South Korea, examining regional and gender disparities
 - Sourced and cleaned administrative datasets from government statistical offices; produced publication-quality visualisations for policy audiences
- 2021 – 2023 **alookso (Media Startup)** *Founder & CEO*
- Founded and led a data-driven media organisation; oversaw analytical pipelines for public-facing content on policy issues
- 2018 – 2020 **SOCAR (Mobility Startup)** *Data / Policy Analyst*
- Represented the company on policy and data matters; analysed shared mobility data to support regulatory engagement and operational strategy
 - Project-managed an alternative mobility experiment using shared electric bicycles in Jeju, reducing car dependency through data-driven service design
- 2015 – 2018 **Seoul Metropolitan Government** *Data / Policy Analyst*
- Consulted on public data strategy for the city government and several local authorities; developed data-driven approaches to urban policy
 - Led quantitative analysis of gentrification, tracking property transaction patterns and spatial dynamics through estate registry data
 - Led data analysis for ITF-OECD-funded public transport consultancy for the city of Kyiv, optimising bus routes using LTE mobility data
 - Served as lead data analyst for Seoul mayoral election campaigns (2014, 2018), developing voter pattern-based strategies
- 2013 – 2015 **GIS United** *Data / Policy Analyst*

EDUCATION

- 2025 – **London School of Economics and Political Science (LSE)** *Mphil/PhD Geography & Environment*
– Research: Property-based wealth inequality and electoral behaviour in the UK and South Korea; spatial econometrics; historical geography of asset accumulation
- 2019 – 2024 **Seoul National University** *M.A. Public Administration*
– Thesis: Acceptance of Generative AI Information in Public Institutions
- 2004 – 2011 **Yonsei University** *B.A. Architecture (Full Scholarship, 8 semesters)*

SELECTED PUBLICATIONS & MEDIA

- Shin, S. & Kim, Y. (2017). Expanding cities for outsiders. In Park, H. C. (Ed.), *Expanding City: Incheon*. Mati.
- Shin, S. (2014). GIS strategic map of the election campaign. In Song, K. (Ed.), *Big Data Strategy for Public Policy*. The Soop.
- Shin, H.B., Han, Y., & Shin, S. (in preparation). The spatiality of commercial gentrification in Seoul. For *Journal of Urban Affairs*.
- Data journalism published in SisaIN and The Hankyoreh on elections, housing markets, and urban policy.
- Winner, Korea Data Journalism Award 2019 (data visualisation).