# KRISTYN CHO

http://www.kristyncho.com | linkedin.com/in/kristyn-cho | github.com/kristyn-c

Email: kristynhscho@gmail.com
Mobile : +1 (929) 977 3122

## Education

**New York University** — Aug. 2023 – Dec 2027
*B.M. Music Technology and Computer Science, Minor in Mathematics* — *New York, NY*

## Experience

**Kearney** — Seoul, KR
*Strategy Research Analyst* — *Jul. 2025 – Aug. 2025*
- Benchmarked global peers for South Korea's leading biologics firm, analyzing site transfers and capacity deals to assess tariff exposure, supply security, and competitive positioning
- Mapped cross-firm relocation patterns to identify competitor moves and inform portfolio strategy

*Digital Transformation Research Analyst* — *May 2025 – Jul. 2025*
- Conducted research for a 5-year digital transformation master plan for a Fortune 500 trading firm, covering 40 initiatives across data governance, automation, and cloud architecture
- Supported business-case modeling estimating $29M in top-line impact and $37M in bottom-line savings, and contributed research for a C-suite benchmarking deck covering four global peers
- Researched a paperless reporting interface and scoped a GenAI workflow projected to reduce reporting time by 44%

**NYU GenAudioAI Club** — New York, NY
*Founder & Exec Board* — *Aug. 2024 – Present*
- Grew membership from 10 to 200+ across undergraduate, Master's, and PhD students
- Organized 8 events and panels and 4 hackathons with partners and speakers from Sony AI, OpenArt, Udio, and MachineCinema
- Led workshops on foundational AI, model training, and applied audio AI, and presented research papers to a cross-disciplinary student community

**Paix Per Mil** — Seoul, KR
*Strategy Intern* — *Mar. 2024 – Jul. 2024*
- Built a multi-platform debut launch strategy contributing to 18M+ Spotify streams, Billboard Top 20 K-pop Albums recognition, and NME coverage; negotiated 50+ brand collaborations for a North America tour
- Modeled streaming velocity against touring scenarios to guide release timing and routing decisions
- Analyzed Chartmetric, Spotify for Artists, and YouTube Analytics to quantify playlist impact and support data-driven release decisions

**Passport Seoul** — Seoul, KR
*Strategy Intern* — *Jul. 2023 – Aug. 2023*
- Built YouTube and Spotify growth playbooks for Sony Music KR and P Nation, and supported a TikTok sound campaign that generated 9.1M+ user posts
- Assisted in designing a revenue-share model linking marketing spend to future streaming royalties for emerging artists

**Future Stars Academy** — Arusha, TZ
*Volunteer* — *Jun. 2021 – Jul. 2021 & Jun. 2022 – Jul. 2022*
- Rebuilt a sponsorship database and automated data entry, reducing manual input by 60% for a youth nonprofit and football academy in Tanzania

## Projects

**Janki-Sweet – VST Plugin | *JUCE, C++*** — Jan. 2026 – Present
- Developing a VST time-based effects plugin in JUCE/C++ with a reorderable user interface, constrained controls, and deterministic processing
- Implementing interpolation-focused digital signal processing (DSP) methods and an object-oriented architecture for modular effects design

**Polyphonic Chord Synthesizer – Embedded instrument | *Teensy 4.1, I2C, I2S*** — Jan. 2025 – May 2025
- Reproduced working instrument-conditioned audio generation pipeline by integrating DAC (digital-audio-converter), CLAP (Contrastive Language-Audio Pretraining) embeddings, and MusicGen into a working run
- Implemented multi-voice synthesis (waveforms + envelopes to mixers to I2S (Inter-IC Sound)) and robust state/input handling (edit mode + saved chord slots) under timing/memory constraints

**InstrumentGen Pipeline Reproduction | *DAC + CLAP + MusicGen*** — Sep. 2024 – Dec. 2024
- Reproduced working instrument-conditioned audio generation pipeline by integrating DAC (digital-audio-converter), CLAP (Contrastive Language-Audio Pretraining) embeddings, and MusicGen into a working run

**Optical Audio Compressor – Analog | *LED-LDR gain control*** — Sep. 2024 – Dec. 2024
- Designed an analog compressor using envelope detection to drive an LED-LDR (Light-Dependent Resistor) to simulate a vactrol that controls the gain element; tuned gain staging and attack/release behavior

## Technical Skills

**Computer Languages**: Java, Python, C, C++, JavaScript, HTML/CSS
**Frameworks**: React, Node.js, JUCE
**Developer Tools**: Git, Docker, VS Code, Vim, Eclipse, Claude Code, Github Copilot
**Languages**: English (native) | Korean (Completed Yonsei KLI 4) | Mandarin (conversational)
**Interests**: Volleyball, skiing, snowboarding, sound design, photography