Seolha Lee

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EDUCATION

Aug 2021 **Georgia Institute of Technology**
Master of City and Regional Planning, Specialization - Urban Design | GPA 4.0/4.0

2014 - 2019 **Seoul National University**
B.S. in Civil & Environmental Engineering, Minor in Geography | GPA 4.04/4.3 | Summa Cum Laude

2011 - 2014 **Korea Science Academy of Korea Advanced Institute of Science and Technology**
Studied advanced math and science courses equivalent to college courses | Major: Biology

RESEARCH INTEREST

Urban data science for social spatial justice - Online spatial information systems - Technology for collaborative city making - Civic Media - Social network and interactions in urban space - Critical GIS - Critical data studies - Feminist studies - Participatory design - Planning theory

PUBLICATION

2020 **Characteristics of Individuals with Global, Local or Glocal Connectivity Patterns**
Liang, X., Lee, S., Andris, C., Chen, H., and De La Pena, B. North American Meetings of the Regional Science Association International (NARSC), November, 2020

2020 **Real-time, interactive website for US-county-level COVID-19 event risk assessment**
Chande, A., Lee, S., Harris, M., Nguyen, Q., Beckett, S., Hilley, T., Andris, C., Weitz, J. Nature Human Behavior. 2020

2020 **Planning for Romantic Relationships: A Case Study of a U.S. College Town**
Andris, C and Lee, S. (In Review). Journal of Urbanism, 2020

2019 **Inferring the character of urban commercial areas from age-biased online search results: how place recommendation data can reveal dynamic Seoul neighborhoods**
Lee, D., Lee, S. In Adjunct Proceedings of the 2019 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2019 ACM International Symposium on Wearable Computers (UbiComp/ISWC '19 Adjunct)

RESEARCH EXPERIENCE

Aug 2019 - **Graduate Research Assistant**
Friendly Cities Lab, Georgia Institute of Technology   Atlanta, GA

- Designed and developed an interactive web map 'COVID-19 Event Risk Planning Tool'
- Characterized individual spatial social networks using machine learning techniques and found distinct sociodemograhpic/behavioral characteristics associated with the network types
- Analyzed survey data on spatial demands and usage of romantic partners in State College, PA

May - Aug 2018 **Researcher, Department of Civil & Environmental Engineering**
Maturepolis Lab, KAIST   Daejeon, Korea

- Analyzed consumer age-specific patterns of restaurant preferences in commercial areas of Seoul by harvesting online place recommendations from the NAVER Place service

| Jan - Apr 2018 | **Research Intern** |
| | City Region Studies Centre, University of Alberta   Edmonton, Canada |

- Project title: Smartphone App on the Quality of Pedestrian Experience in Cities
- Developed and tested a mobile tracking app to study walking behavior in neighborhoods

| May - Dec 2017 | **Undergraduate Thesis, Department of Civil & Environmental Engineering** |
| | Urban Design Lab, Seoul National University |

- Thesis title: Perceptive Images and the Place Identity of 'Shin-rim' College Neighborhood by Mapping the Pedestrian Experiences of College Students

WORK EXPERIENCE

| May - Aug 2020 | **Intern in Reseach & Analytics / Transportation & Mobility Services** |
| | Atlanta Regional Commission   Atlanta, US |

- Online data management and processing for public data provision
- Developed tools to automate data processing on ArcGIS
- Spatial analysis for equitable commuting in the COVID-19 pandemic

| 2017 - 2019 | **Urban Planner & Design Researcher** |
| | YANGJI.CO. Seoul, Korea |

- Designed interactive tools (3D model, mobile app) for citizen engagement and collected neighborhood data in close interaction with local residents
- Shaped a framework for Seoul Rooftop Commons and created a database of rooftops using GIS
- Organized an international participatory workshop to revitalize a neighborhood with sustainable tourism strategies

EXTRACURRICULAR EXPERIENCE

| 2019 | **Student Planning Association - Social Committee** Atlanta, GA |

- Organized and managed social events for the students in the city and regional planning program at Georgia Tech

| 2019 | **Asian Hub** Seoul, Korea |

- Volunteered in providing education and job training for female marriage-immigrants

| 2017 | **Participatory planning workshop 'Delta V'** Versoix, Switzerland |

- A community workshop for revitalization of Versoix organized by URBZ group
- Interviewed the local community and created a collage artwork of the imagined Versoix for the final exihibition

| 2017 | **Humboldt Summer and Winter University** Berlin, Germany |
| | Humboldt University of Berlin, Dept. of Geography |

- Course Title: European City and Regional Development Planning – The Case of Berlin
- Grade: A+

HONORS / AWARDS

2019   **Georgia Planning Association Fellowship** Georgia Institute of Technology
- Graduate assistantship offer funded by Georgia Planning Association ($40,000)

2014 - 2017   **Scholarship for Outstanding Grades** Seoul National University

2016   **SNU Development Fund Scholarship** Seoul National University

SKILLS

Data Collection
Online Data Mining
Survey / Interview
Mobile App Data
Participatory Activity

Data Science / Visualization
Python
R
HTML
Tableau

Mapping / Spatial Analysis
ArcGIS
QGIS
Mapbox

Design
Adobe Studio
(Indesign, Illustrator,
Photoshop)

Urban Planning
Mater Planning
Community Development Strategy
Participatory Design/Planning
Citizen Engagement