

ADELINE SETIAWAN

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SUMMARY

Creative technologist and behavioural researcher with 10+ years of experience building AI-powered systems, NLP pipelines, and insight tools at the intersection of social science, community behaviour, and technology. Background spans LLM evaluation, multi-agent simulation, data pipeline engineering, and mixed-methods research across agency, startup, and academic environments. Experienced delivering insight-to-action systems for senior stakeholders in fast-moving, experimental settings.

TECHNICAL SKILLS

AI and Machine Learning: NLP, LLM prompt design and evaluation, sentence-transformers, spaCy, VADER, BERTopic, scikit-learn, NLTK, Ollama, Gemma4 (local LLMs)

Data and Engineering: Python (pandas, numpy, scipy), SQL, BigQuery, Google Places API, MediaCloud API, data pipelines, JSON and CSV processing

Visualisation and Tooling: Streamlit, Plotly, Altair, Matplotlib, NetworkX, p5.js, Looker Studio

Creative Technology: Generative AI, multi-agent simulation, semantic embeddings, creative workflow prototyping, agentic AI workflows (LangGraph, CrewAI - in progress)

Design: Figma, Adobe CS, Webflow, UI/UX, experience design, prototyping

Research: Ethnographic, mixed-methods, DCE, RCT, Bayesian modelling, behavioural science, stakeholder facilitation

Languages: English (native), Mandarin (proficient), Indonesian (basic)

PROJECTS

Iran War Media Framing - Columbia University QMSS 2026

- Mapped how 77 news outlets framed the 2026 Iran war — making media bias visible and navigable across source, geography, and political tendency.
- Scored each article across five framing dimensions (military, humanitarian, diplomatic, economic, culpability) using a locally-hosted LLM (Gemma4).
- Clustered outlets by aggregate framing profile; built a cosine-similarity network graph revealing structural relationships regardless of political affiliation.
- Published as an interactive multi-page Streamlit app with Data and Methods documentation.
- Group project — role: data pipeline, LLM scoring framework, network analysis, app design.

NYC Supermarket Secrets - Columbia University 2025

- Analysed how New Yorkers talk about where they shop — surfacing patterns in language, sentiment, and complaint type across 480+ stores and 16 NYC neighbourhoods.
- Found that Whole Foods reviewers use the most distinctive vocabulary; Astoria and Harlem have the highest complaint-to-praise ratios; Food Bazaar and Trader Joe's score highest on positive sentiment.
- Built a custom Google Places API pipeline, VADER sentiment scorer, TF-IDF word extractor, and heuristic fake review detector.
- Solo project.

Word Soup - B-Dome Berlin 2025

- Built the NLP engine for a generative dome installation at B-Dome Berlin — words drift, bond, and fuse based on their semantic relationships.
- Extracted ~800 words from Italo Calvino and Alan Watts; encoded them as semantic vectors and scored each across custom axes (mass, abstractness, volatility, sociability).
- Word properties drove a multi-agent simulation projected onto the dome surface.
- Collaboration with Pim Tournaye.

SST Sentiment Classification - Columbia University QMSS 2026

- Benchmarked sentiment classification on the Stanford Sentiment Treebank — from TF-IDF baselines to fine-tuned BERT — to understand where transfer learning earns its cost.
- Quantified accuracy gains from transfer learning against computational cost. Columbia University QMSS, 2026.

Reddit Community Network Analysis - Columbia University 2026

- Mapped bot vs. human interaction structure across three Reddit networks to test the Dead Internet Theory structurally.
- Found that humans show 42.8% reply reciprocity vs. 1.4% for IRA bots and 0% for GPT-2 bots — bots broadcast, humans converse.
- Used live Reddit API data; built directed weighted networks in NetworkX; compared centrality measures across networks of 48, 963, and 3,140 nodes.
- Identified a crypto-topic sub-cluster within the IRA operation via eigenvector centrality. Solo project.

WORK EXPERIENCE

Research Assistant

IPCC Data Distribution Centre, Columbia University | Mar 2026 - present

- Data mining, analysis, and visualisation of climate datasets published by the UN IPCC.
- Feature redesign of Columbia's IPCC DDC — report filtering, keyword search, and recommendation systems.

Lead User Researcher and Experience Designer

Kantar Public Singapore (public sector research consultancy) | Feb 2021 - Sep 2023

- Led mixed-methods research and insight systems for public sector clients across housing, heritage, arts, and digital transformation.
- Built data analytics dashboards for IMDA's nationwide SME digital transformation programme.
- Designed experimental research frameworks (DCE, RCT) at scale (quantitative n up to 9,000 across 9 markets); generated competitive research proposals worth \$50k–\$500k+ per tender.
- Clients: Housing Development Board (HDB), National Heritage Board (NHB), National Arts Council (NAC), IMDA.

Design Researcher

Frog Inc. | 2015 - 2016

- User research and co-creation workshops to inform redesign of UBS APAC wealth advisory application.
- Secured Phase 2 product development funding through senior stakeholder presentations.

Co-Founder and Chief Creative Officer

Saturday Kids | 2012 - 2016

- Built and scaled a STEM education platform to 2,500+ B2B and B2C clients through eight programmes.
- Partnerships with Google, UN Women, and IMDA.

Co-Founder

FabCafe Singapore at ArtScience Museum | 2016 - 2018

- Launched Singapore's first digital fabrication maker space; grew monthly recurring revenue by 30%.
- Partnerships with Autodesk, Apple, Twitter, Bayer, Temasek.

EDUCATION

MA Quantitative Methods of Social Sciences, Columbia University 2025 - present

MA Interactive Media Arts, New York University 2024 - 2025

BA Sociology (Honours), National University of Singapore 2007 - 2011

Data Science for DSBE, NUS Edx 2020

Architecture and Systems Engineering, MITx Professional Certificate 2017 - 2018

SPEAKING AND COMMUNITY

TEDx Manila (2016) Speaker, Singapore Design Week (2023) Behavioural design for social good, JSConf Asia (2016-2020) Conference designer, MIT Public Policy Hackathon (2022) Mentor (winning team), NYU ITP (2023) Workshop on human errors and dark patterns, Platform Tech Film Festival (2019) Co-organiser