



Education



Student

Konkuk University

Mar 2018 – Aug 2024

Seoul, Korea

Seongjae Bae

HCI Developer

“ The only way to do it is to try. ”

Albert Einstein

Email
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Portfolio Website
<https://dinggiding.github.io/>

Phone
010-9352-7465

Address
Geumcheon-gu, Seoul

Skills



Design

Mobile Design

Visualization

User Experience

- Wireframing
- Prototyping in Figma



Development

IOS Swift

Android Java Kotlin

Flutter Dart

Python R

JS

C/C++

Projects

Tools

Figma
UI Design

SwiftUI
IOS Framework

ARKit
AR Framework

SceneKit
AR Framework

SwiftUI
IOS Framework



A Remedy

AR-based realistic media prevention solution for drug education

- Worked as a team leader from project planning to development.
- Promoted social health and safety by providing realistic and preventative drug education through an AR-based drug experience simulator application.
- Interviews with youth, parents, doctors, and drug counselors revealed a lack of awareness about the seriousness and dangers of drugs, and a lack of diversity and expertise in resources to educate them.
 - Augmented reality-based experience: The service utilizes augmented reality (using ARKit, RealityKit, etc. provided by Apple, among others) to provide users with a realistic and sensory experience of drug addiction.
 - Additional education: Provide information and educational materials to increase user knowledge and awareness, and offer additional features such as before-and-after AR face changes and real-life stories of drug addicts to help prevent addiction.
 - Interactive storytelling: The service uses storytelling to tell the addict's story and engage users in the narrative

<https://dinggiding.github.io/project1>

Jul 2023 ~

Tools

Firebase Analytics
User behavior data

Firebase Storage
Store sentences

Naver API
Get product information

SwiftUI
IOS Framework

TestFlight
Beta test & QA

App Store
Release application

Figma
UI Design



Docent

Personalized advertising platform applications using AI

- Independently executed a project from conception to completion.
- Mutual benefit for companies and customers through personalized emotional ad copy.
- "TBWA Senior Lab" conducted a comparison test of ad messages among 5064 men and women, and found that the ad messages were effective in improving overall brand preference.
 - In order to personalize the default ad sentence, utilized GPT-3 to transform the sentence and displayed the optimized ad sentence for the user through an IOS application.
 - Organized users into 54 customer segments. Personalization by using a rating technique (rule based) and storing it in the app's internal DB.
 - Used Firebase Storage to store personalized sentences, Google Analytics to gather user behavior data, Naver Search API to fetch advertising information, and SwiftUI to develop IOS applications.

<https://dinggiding.github.io/project2>

Mar 2022 ~ Dec 2022

Projects

Tools



Figma
UI Design



Previewed
Mockup Generator



Flutter
Cross-platform frameworks



Sqflite
Flutter plugin for SQLite



Provider
State Management Library



KU:Map

Improve user experience through building geo-APIs: Campus Map application for Konkuk University

- Took charge of the UI/UX design and frontend development, creating intuitive and visually appealing user interfaces.
- Improve the user experience by including detailed information about buildings, paths on campus, and more.
- Discovered problems with hard-to-find amenities, routes not reflected in commercial services, and lack of location and information about on-campus events.
 - Improving UX with Persona, IA, and User Flow.
 - Develop iOS, Android applications using Flutter.
 - Modularization and easy maintenance using Provider.

<https://dinggiding.github.io/project4>

Mar 2023 ~ Jun 2023

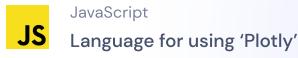
Tools



R
Data Preprocessing



Plotly
Graphing Library



JavaScript
Language for using 'Plotly'



MLB salary prediction

MLB baseball player salary prediction system using data mining

- Took charge of data analysis and visualization, providing valuable insights for the project.
- Predicting a baseball player's salary during the salary negotiation process is an essential system for many baseball officials.
 - Performed overall data preprocessing, including analyzing various features in the "Sean Lahman DB" and converting missing values and outliers.
 - Improved performance, especially with targeted encoding of Nominal data.
 - Visualized various datasets in 3d graph, etc. using a graphing library called "Plotly".

<https://dinggiding.github.io/project3>

Mar 2023 ~ Jun 2023

Honor & Awards

Startup Experience

- Jul 2023 ~ Nov 2023 Leader



AR Drug Application
A Remedy

- Jan 2022 ~ Dec 2022 Leader



Personalized AD word Application
Docent

- Jan 2017 ~ Aug 2017 Leader



Home cabbage pickling machine
Autickle

- May 2017 ~ Mar 2018 Leader



Social value with ideas
NIC

Passed the first round of the 2022 Preliminary Startup Package AI Specialization (Government Supported Project).

May 2022

2022 Innovation Startup School 2nd Phase 1 (Government Supported Project).

Aug 2022

2022-2 Self-Designed Semester Program (Dream Semester Program) Excellence Award.

Dec 2022

2023-1 Learning and Sharing Excellence Team.

Jun 2023

2023 Realistic Media Startup Facilitation Excellence Team.

Aug 2023

2023 Immersive Media Integrated Major Project Competition The Grand Award.

Dec 2023

Patents & Design Patent



Granted Patent

A unit for salting chinese cabbage

Applicant : Seongjae Bae

granted date: 2017.05.29

A unit and method for salting chinese cabbage

Applicant : Seongjae Bae

granted date: 2017.08.03

A unit for salting chinese cabbage

Applicant : Seongjae Bae

granted date: 2017.07.25



Granted Design Patent

Culinary picklers

Applicant : Seongjae Bae

granted date: 2017.09.26

Container for Culinary picklers

Applicant : Seongjae Bae

granted date: 2017.09.26