



# Seongjae Bae

## HCI Developer

“ I now take a longer-term view on people. ”

Steve jobs

Email  
jae7151@naver.com

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

Phone  
010-9352-7465

Address  
Geumcheon-gu, Seoul

## Education



Student  
Konkuk University

Mar 2018 – Aug 2024

Seoul, Korea

- Major : Department of Smart ICT Convergence / Minor : Applied Statistics
- GPA 3.87/4.5 , Minor GPA : 3.93/4.5



Student  
Jeonnam Science High School

Mar 2015 – Feb 2018

Naju-si, Korea

- Graduated
- Club : Robotics(President), Information Technology

## Skills

Design

Mobile Design

Visualization

User Experience

- Wireframing
- Prototyping in Figma

Development

IOS Swift

Android Java

Flutter Dart

Python R

JS C/C++

## Projects

### Tools

Firebase Analytics  
User behavior data

Firebase Storage  
Store sentences

Figma  
UI Design

Flutter  
Cross-platform frameworks



### NarcSim AR

Drug Experience AR Application

- Took charge of the UI/UX design and frontend development, creating intuitive and visually appealing user interfaces.
- Promoted social health and safety by providing realistic and preventative drug education through an AR-based drug experience simulator application.
- Discovered problems with the growing number of drug victims and lack of awareness about drugs in Korea as well as the rest of the world.
  - Improving UX with Persona, IA, and User Flow.
  - Develop IOS, Android applications using Flutter.
  - Modularization and easy maintenance using Provider.

<https://figma.com>

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://Notion.com>

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://figma.com>

Mar 2023 ~ Jun 2023

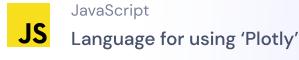
### Tools



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.
  - Visualized various datasets in 3d graph, etc. using a graphing library called "Plotly".

<https://github.com>

Mar 2023 ~ Jun 2023

## Honor & Awards

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

May 2022

2022 Innovation Startup School 2nd Phase 1

Aug 2022

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

Dec 2022

Docent is reviewed and released to the App Store.

Jan 2023

2023-2 Learning and Sharing Excellence Team.

Jun 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