Keunwoo Park

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I am the chief product officer at Ordinary Magic Corp., a company based in South Korea that makes toys for infants and toddlers under the Peekaby brand. Our team builds toys and software products to deliver content and intelligent tools to improve the playing experience.

Employment Experience

Chief Product Officer Nov. 2024 - present
Ordinary Magic Corp.

Software Product Team Leader Apr. 2023 - Nov. 2024
Ordinary Magic Corp.

Full-stack Web Developer Jul. 2012 - Dec. 2012
IUMSOCIOUS (Online dating startup)

Education

KAIST, School of Computing Mar. 2017 - Aug. 2023
Ph.D. Computer Science
Human-Computer Interaction Lab
Adviser: Geehyuk Lee

KAIST, School of Computing Mar. 2015 - Feb. 2017
M.S. Computer Science
Human-Computer Interaction Lab
Adviser: Geehyuk Lee

KAIST Feb. 2009 - Feb. 2015
B.S. Mechanical Engineering
B.S. Computer Science

Publications

Conferences

“Limitations of Online Play Content for Parents of Infants and Toddlers.”
Keunwoo Park, Subin Ahn, Mina Jung, You Jung Cho, Seulah Jeong, and Cheong-Ah Huh
HCI Korea 2025

“FoolProofJoint: Reducing Assembly Errors of Laser Cut 3D Models by Means of Custom Joint Patterns”
Keunwoo Park, Conrad Lempert, Muhammad Abdullah, Shohei Katakura, Jotaro Shigeyama, Thijs Roumen, and Patrick Baudisch
Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems. ACM, 2022.

"SGToolkit: An Interactive Gesture Authoring Toolkit for Embodied Conversational Agents."
Youngwoo Yoon*, **Keunwoo Park***, Minsu Jang, Jaehong Kim, and Geehyuk Lee.
Proceedings of the 34th Annual ACM Symposium on User Interface Software and Technology. 2021.

“AtaTouch: Robust Finger Pinch Detection for a VR Controller Using RF Return Loss.”
Daehwa Kim, **Keunwoo Park**, and Geehyuk Lee.
Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems. ACM, 2020.
(Honorable Mention Award)

“DeepFisheye: Near-Surface Multi-Finger Tracking Technology Using Fisheye Camera.”
Keunwoo Park, Sunbum Kim, Youngwoo Yoon, Tae-Kyun Kim, and Geehyuk Lee.
Proceedings of the 33rd Annual ACM Symposium on User Interface Software and Technology. 2020.

“OddEyeCam: A Sensing Technique for Body-Centric Peephole Interaction using WFoV RGB and NFoV Depth Cameras.”
Daehwa Kim, **Keunwoo Park**, and Geehyuk Lee.
Proceedings of the 33rd Annual ACM Symposium on User Interface Software and Technology. 2020.

“FS-Pad: Video Game Interactions with a Force Feedback Gamepad.”
Youngbo Aram Shim, **Keunwoo Park**, Sangyoon Lee, Jeongmin Son, Taeyun Woo, and Geehyuk Lee.
Proceedings of the 33rd Annual ACM Symposium on User Interface Software and Technology. 2020.

"MagTouch: Robust Finger Identification for a Smartwatch Using a Magnet Ring and a Built-in Magnetometer."
Keunwoo Park, Daehwa Kim, Seongkook Heo, and Geehyuk Lee.
Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems. ACM, 2020.

"Using Poke Stimuli to Improve a 3x3 Watch-back Tactile Display."
Youngbo Aram Shim, **Keunwoo Park**, and Geehyuk Lee.
Proceedings of the 21st International Conference on Human-Computer Interaction with Mobile Devices and Services. ACM, 2019.
(Honorable Mention Award)

"Designing Touch Gestures Using the Space around the Smartwatch as Continuous Input Space."
Jaehyun Han, Sunggeun Ahn, **Keunwoo Park,** and Geehyuk Lee.
Proceedings of the 2017 ACM International Conference on Interactive Surfaces and Spaces. ACM, 2017.

Journals

"Evaluation of edge-based interaction on a square smartwatch."
Sunggeun Ahn, Jaeyeon Lee, **Keunwoo Park**, and Geehyuk Lee.
International Journal of Human-Computer Studies 109 (2018): 68-78.

Posters

"FingMag: Finger Identification Method for Smartwatch."
Keunwoo Park, and Geehyuk Lee.
Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems. ACM, 2019.

"Touch180: Finger Identification on Mobile Touchscreen using Fisheye Camera and Convolutional Neural Network."
Insu Kim, **Keunwoo Park**, Youngwoo Yoon, and Geehyuk Lee.
The 31st Annual ACM Symposium on User Interface Software and Technology Adjunct Proceedings. ACM, 2018.

Research Experiences

Research Intern at Hasso Plattner Institute (HPI) with Prof. Patrick Baudisch — Apr. 2021 - Nov. 2021

Awards

NAVER Ph.D. Fellowship Awards 2020

ACM UIST Student Innovation Contest. People's Choice 2017

Academic Services

Student Volunteer UIST 2016

Teaching Experience

Teaching Assistant, KAIST Spring 2019
Introduction to Human-Computer Interaction
(Outstanding TA Award)

Teaching Assistant, KAIST Spring 2018
Introduction to Human-Computer Interaction