Chaehan So

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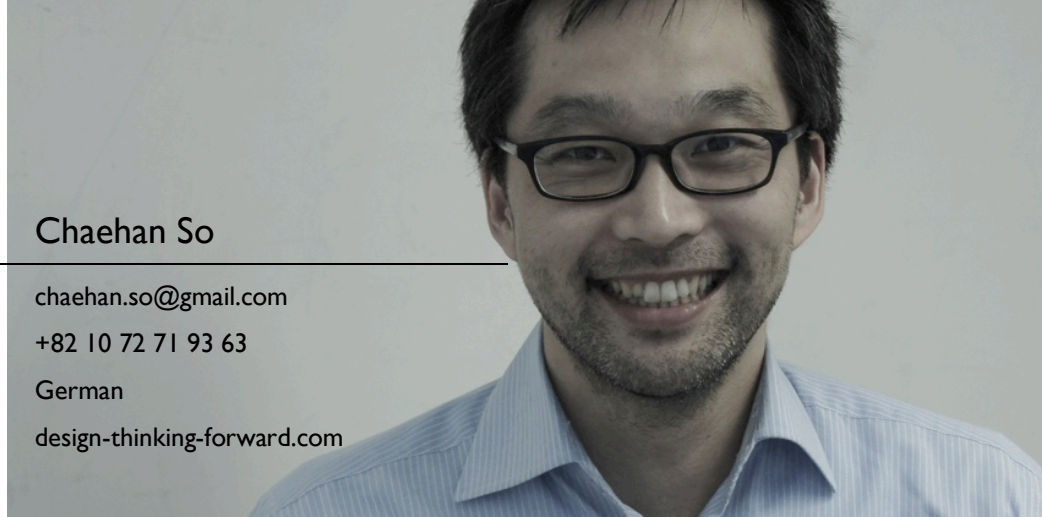
ACADEMIC EXPERIENCE

From 09/2019 **Assistant Professor in Information & Interaction Design**
Techno-Art Division, Underwood International College, Yonsei University, Seoul, South Korea

03/2016 – 08/2019 **Assistant Professor of Design & Marketing Research**
International School of Design for Advanced Studies, Hongik University, Seoul, South Korea

Faculty Member of Artificial Intelligence & Big Data
Computer Engineering Department, Hongik University, Seoul, South Korea

11/2007 – 12/2009 **Ph.D. in Psychology** (summa cum laude)
Humboldt University Berlin, Institute of Psychology, Organizational and Social Psychology

09/1991 – 05/1998 **Master of Science** in Business/Electrical Engineering
Technical University Berlin

01/1998 – 04/1998 **Research Project** at Stanford Computer Industry Project (SCIP)
Stanford University, Graduate School of Business, USA

09/1996 – 12/1997 **Master of Science** in Business
Ecole Supérieure de Commerce de Paris (ESCP), Paris, France

WORK EXPERIENCE

2015 – now **Design Thinking Coach and Consultant** for product discovery and leadership

2013 – 2014 **COO** of Axel Springer Ideas Engineering GmbH, an agile software development company for online media business

2010 – 2013 **Agile Coach and Consultant** for introducing agile software development methodology in a large German media corporation

2004 – 2007 **IT and Management Consultant** for project management, coaching, business process analysis, agile software development, software development methodology.
Clients: O2, HypoVereinsBank, Fox Mobile, Samsung Electronics, YOC, etc.

1999 – 2004 **Manager** in Communications & High-Tech Market Unit at Accenture GmbH, Berlin

PUBLICATIONS

So, Chaehan. 2019. "What Makes Good Design? Revealing the Predictive Power of Emotions and Design Dimensions in Non-Expert Design Vocabulary." *The Design Journal* 22 (33): 325–49. https://doi.org/10.1080/14606925.2019.1589204. **[AHCI]**

So, Chaehan. 2019 (in print). "Embodied Design: Design Inspiration and Mood Improvement Depend on Perceived Stimulus Sources and Predict Satisfaction with an Immersion Experience*." International Journal of Design Creativity and Innovation*. https://doi.org/10.1080/21650349.2019.1638835. **[SCOPUS]**

So, Chaehan. 2019 (in review). "Rush and Strive for What Others Want - The Role of Judging and Pressure on Designers' Happiness." *Journal of Design Research*, 1–23. **[SCOPUS]**

So, Chaehan, and Jisu Choi. 2018. "Do Personality Traits of Animation Characters Predict Their Likeability?" Journal of Integrated Design Research 17 (2): 21–30. https://doi.org/10.21195/jidr.2018.17.2.002. [KCI]

So, Chaehan, and Jaewoo Joo. 2017. "Does a Persona Improve Creativity?" *The Design Journal* 20 (4): 459–75. https://doi.org/10.1080/14606925.2017.1319672. **[AHCI]**

So, Chaehan. 2017. "Intuitive Design: Framing a Software Test System as a Status Reporting Tool for Business." *Journal of Engineering, Design and Technology* 15 (2): 149–65. https://doi.org/10.1108/JEDT-07-2016-0047. **[SCOPUS]**

So, Chaehan, Soojung Jun, and Ken Nah. 2016. "Configuring Time for Creativity: How to Optimize the Ideation Process in Design Thinking Workshops." *International Journal of Design Management and Professional Practice* 10 (4): 25–33. https://doi.org/10.18848/2325-162X/CGP/v10i04/25-33. **[SCOPUS]**

So, Chaehan. 2010. *Making Software Teams Effective: How Agile Practices Lead to Project Success Through Teamwork Mechanisms*. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang.

So, Chaehan, and Wolfgang Scholl. 2009. "Perceptive Agile Measurement: New Instruments for Quantitative Studies in the Pursuit of the Social-Psychological Effect of Agile Practices." In *Agile Processes in Software Engineering and Extreme Programming*, edited by P Abrahamsson, M Marchesi, and F Maurer, 31:83–93. LNBIP, Agile Processes in Software Engineering and Extreme Programming. Berlin/Heidelberg: Springer. https://doi.org/10.1007/978-3-642-01853-4_11. **[SCOPUS]**

AWARDS

Dez 2011	**1st Place Science Slam, Bonn. Robert-Bosch-Stiftung, Projekt Denkwerk**
Nov 2010	**1st Place Science Slam, Berlin. Dr. Julia Offe, ScienceSlam.de**
Jan 2009	**Best Paper Award** at 10th International Conference on Agile Processes, XP2009 published paper (see Publications) on "*Perceptive agile measurement: New instruments for quantitative studies in the pursuit of the social-psychological effect of agile practices.*"

PROFESSIONAL CERTIFICATIONS

Since 2018	**Deep Learning.** Organisation: Coursera & deeplearning.ai Deep Learning Specialization in five courses by Stanford professor Andrew Ng 1. Neural Networks and Deep Learning. Certificate 2. Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization. Certificate 3. Structuring Machine Learning Projects. Certificate 4. Convolutional Neural Networks. Certificate 5. Sequence Models. Certificate
Since 2015	**Designthinkers Bootcamp**. Organisation: Design Thinkers Academy Amsterdam
Since 2012	**Agile Certified Practitioner (PMI-ACP)**. Organisation: Project Management Institute
Since 2007	**Project Management Professional (PMP)**. Organisation: Project Management Institute

PUBLIC TALKS

| Nov 2014 | **TEDx München, "Why we are wrong when we are right",** Residence theater Munich
Youtube: https://www.youtube.com/watch?v=nVRco_eLjdc |
| 2014-2015 | Speaker in 50+ public talks on psychological topics at barcamps on user experience (UXCamp), product management (ProductCamp Berlin), design thinking (DtCamp) |

CONFERENCE CONTRIBUTIONS

Oct 2016	***KSDS Fall Conference 2016.*** *Busan, South Korea* Embodied Design and the Immersion Experience: Differences between Self and External Subjective Evaluations
July 2011	***European Congress of Psychology (ECP) 2011.*** Invited presentation on: "*Making Software Teams Effective: How Agile Practices Lead to Project Success Through Teamwork Mechanisms.*"
Jan 2011	***10th International Conference on Agile Processes (XP2009)****, Pula, Italy.* Invited presentation in regular paper session (research and education) on published paper (see Publications) on "*Perceptive agile measurement: New instruments for quantitative studies in the pursuit of the social-psychological effect of agile practices.*"

CONFERENCE AND ACADEMIC WORKSHOP PARTICIPATIONS

Oct 2015	***International Design Congress 2015****, Kwangju, South Korea*
July 2011	***International Congress of Psychology (ICP) 2011. Istanbul, Turkey***
Sep 2010	***Deutsche Gesellschaft der Psychologie (DGP) Congress, Bremen***
Sep 2010	***European Association for Research on Learning and Instruction (EARLI):*** ***Special Interest Group on Qualitative and Quantitative Approaches to Learning and Instruction (SIG 17) Conference, Jena***
July 2010	***European Association for Research on Learning and Instruction (EARLI):*** ***JURE 2010 Conference, Frankfurt*** *Participation at Workshops on "Longitudinal Data Analysis With Latent Variable Models", "Intoduction Into Item Response Modeling", "Publishing in Scientific Journals"*
May 2010	***Metacognition 2010 Conference, Münster***
Apr 2010	***Society of Industrial-Organizational Psychology (SIOP 2010) Conference. Atlanta, USA*** *Participation at Junior Faculty Consortium*
Mar 2010	***Tagung Experimentell Arbeitender Psychologen (TEAP 2010), Saarbrücken***
Jan 2009	***10th International Conference on Agile Processes, (XP2009), Pula, Italy***
Sep 2008	***SoDoc International Workshop for Ph.D. researchers in Social Psychology, Bielefeld*** *Presentation of research-in-progess*
Aug 2008	***Agile Development Conference (Agile 2008), Toronto, Canada*** *Presentation of research-in-progess*
July 2008	***International Congress of Psychology (ICP) 2008. Berlin***