

RESEARCH INTEREST

Interactive Storytelling: AR/VR, Transmedia, Live interactive performance

EDUCATION

EWHA WOMANS UNIVERSITY, School of Liberal Arts Seoul, KR
B. A. Double Major in Korean Language and Literature and Business Administration, GPA 3.67/4.30 Feb 2013
Related coursework: Digital media & Arts, Theory & Analysis of Drama, Principles of Creative Writing

PROFESSIONAL EXPERIENCE

MWN Tech Anyang, KR
Senior Game Designer of *Angry Ball VR* Jan 2018 - Nov 2018

- Wrote game dialogues as a narrative director
- Designed core gameplay systems and user experience
- Tested gameplay features and provide constructive feedback
- Managed the applications for government startup R&D funded programs in South Korea
- Supervised online marketing using Steamworks, Google Analytics and Facebook Ads Manager

CJ E&M Seoul, KR
Film Marketing Senior Analyst Jan 2014 - Jul 2017

- Created marketing strategies and executed action plans to promote the films listed below
- Developed a communication plan with media agencies including tv commercials, print, digital, and theatrical promotions
- Supervised and developed the film artwork with art designers for the promotional material
- Managed PR guidelines and arranged press screening events
- Analyzed and evaluated film investment proposals
- Tracked and reported user behavior and company performance with all database

<i>The Battleship Island</i>	Period, Action	Jul 2017	<i>The Sound of a Flower</i>	Period, Drama	Nov 2015
<i>Real</i>	Action	Jun 2017	<i>The Accidental Detective</i>	Comedy, Thriller	Sep 2015
<i>Fabricated City</i>	Crime, Action	Feb 2017	<i>Veteran</i>	Action, Drama	Aug 2015
<i>The King's Cast Note</i>	Period, Comedy	Apr 2017	<i>Perfect Proposal</i>	Crime, Thriller	Jun 2015
<i>My Annoying Brother</i>	Comedy, Drama	Nov 2016	<i>The Chronicles of Evil</i>	Thriller, Crime	May 2015
<i>Seondal</i>	Period, Heist	Jul 2016	<i>Salut D'amour</i>	Drama, Romance	Apr 2015
<i>The Truth Beneath</i>	Thriller	Jun 2016	<i>Love Forecast</i>	Romance, Comedy	Jan 2015
<i>Like for Likes</i>	Romance, Comedy	Feb 2016	<i>Roaring Currents</i>	Action, Drama	Jul 2014

Nexon Korea Seoul, KR
Game Designer of *Vindictus* Jul 2012 - Jul 2013

- Wrote NPCs' backstory for Season 2 update
- Supervised the development of an interactive pet character
- Analyzed user behavior database and reorganized level system for new registered user
- Worked closely with the engineering team, animators, and art designers to develop additional system features
- Planned promotion events for monetization and user engagement
- Managed live service and planned the QA for Taiwan server

HONORS & AWARDS

DEAN'S LIST Scholarship Seoul, KR
Awarded from Ewha Womans University for excellent scholastic achievement 2009 - 2011