

Hyomin Han

🏠 hyominhan.github.io | ✉ hyomin@u.northwestern.edu | ☎ +1 773 200 7060

EDUCATION

Northwestern University

M.S. in Education (Learning Sciences Concentration)

2024 – Present
Evanston, IL, United States

Hanyang University

B.S. in Business Administration

Graduated in Feb 2016
Seoul, Korea

PUBLICATIONS

[c.1] Authors' Values and Attitudes Towards AI-bridged Scalable Personalization of Creative Language Arts

Taewook Kim, **Hyomin Han**, Eytan Adar, Matthew Kay, John Chung | *ACM CHI 2024 Best Paper Honorable Mention*

[p.1] Opportunities to Support Communal Experiences of Deaf and Hard-of-Hearing People in Live Popular Music Concerts

Hyomin Han, Taewook Kim | *ACM GROUP 2022 Poster*

TEACHING EXPERIENCE

Kyushu University

Invited Lecturer

Nov 2022
Fukuoka, Japan

- **Course title: Understanding Korean Culture and the Korean Content Industry Through K-Pop**

PROFESSIONAL EXPERIENCES

Thingsflow

Global Marketing

Sep 2023 – Jan 2024
Seoul, Korea

- Strategized a go-to-market plan for an interactive content platform, specifically targeting the U.S. market.
- Created videos and images to advertise the platform on social media advertisement channels.

ED KPOP (Counter Culture Company)

Manager - *Product Design & Marketing*

Nov 2020 – Mar 2022
Seoul, Korea

- Designed products (i.e., dance classes) for an **online K-Pop learning platform** where international K-Pop enthusiasts can learn dance, vocal, and fitness from industry professionals through either live-streaming or recorded-video classes.
- Constructed product marketing strategies and social media content plans to meet business goals; set and achieved quantitative targets on annual budget and customer engagement on Twitter, TikTok, and Instagram.

SEMA Sports Marketing

Manager - *Sports Marketing Campaign Planning & Execution, Athletes Management*

Nov 2019 – Oct 2020
Los Angeles, CA & Seoul, Korea

- Led cross-functional team to construct branding strategies around 10 sport events.
- Sourced and contracted top-tier professional athletes such as LPGA player Jin Young Ko and sponsors with strategic negotiations.

Plan A The Producers

Producer, Assistant Director - *Live Event Planning & Production*

Jan 2018 – Jul 2019
U.S.A, Korea, Japan, & 11 Countries

- Directed show flows, stage designs, media materials for **BTS World Tour 'Love Yourself'**; supervised production process with effective liaison among 100+ production crew in 12 cross-functional teams and third-party stakeholders.
- Researched Japanese audience behavior by social media analysis and consulted on cultural context based on customer demography to maximize audience engagement in preparation for the Japanese edition of the world tour.

Ferrandi Paris

Project Manager - *Culture Exchange Project Development & Management*

Nov 2015 – Oct 2017
Paris, France & Seoul, Korea

- Pitched to and onboarded École Ferrandi on the needs for programs to promote Korean cuisine; introduced non-French (Korean) culinary arts in the mandatory curricula for the first time since the school was established in 1920.
- Proposed ideas to acclaimed chefs and organized advisory board to consult on operation plans for 3 Korean restaurants overseas.

MEDIA PRODUCTION PROJECTS

Seoul Fashion Week 'Blanc de Noirs' Fashion Shows

Music Director

Feb 2018 – Sep 2019
Seoul, Korea

- Directed music for designer brand Blanc de Noirs' fashion shows for four consecutive seasons.

Seoul Broadcasting System (SBS) 107.7 Mhz Power FM

Composer & Pianist

Jul 2016
Seoul, Korea

- Composed two theme songs with KPOP group EXO for celebrating the 20th anniversary of the largest Korean radio station.

S.M. Entertainment

Assistant Producer

Mar 2016
Tokyo, Japan

- Supervised production process for **a Japan tour of S.M.Entertainment's creative group Beat Burger**.

TECHNICAL SKILLS & LANGUAGES

- **Programming & User Analytics:** Python, Github, HTML/CSS, Advanced Google Analytics
- **Design & Media Production:** Ableton Live, Figma, Adobe (After Effects, Premiere Pro, Illustrator, Photoshop)
- **Languages:** Korean (Native), English (Fluent), Japanese (Fluent, JLPT N1)