Minjoo Cho

Creative Technologist

+49 174 6231773
minjoolisa.cho@gmail.com
Personal Webpage
LinkedIn

OBJECTIVE

I'm a creative technologist specialized in the IoT proof-of-concept prototyping and interactive installation conceptualisation and development.

My technical focus is in the seamless integration of physical experience into digital with web-based technical approaches.

I came from hardware engineering and industrial design background, but enjoy view products and services in a systemic scale.

SKILLS

IoT Development

- Embedded: Arduino, RaspberryPi
- Network protocols: web socket, I2C, Serial, SPI
- Serveless Backend: Firebase, AWS IoT Core, DynamoDB
- Server Backend: Python-Flask, Node.js, JQuery, MongoDB
- Frontend: HTML/CSS, Bootstrap, Processing, P5.js
- Mobile Native: Android SDK

Emerging Technology

- Machine Learning Libraries: Object Recognition, Magenta-Polyphonic RNN
- AR/VR: AR Core, Unity-Vuforia
- Computer Vision Libraries: OpenCV, Pygame

Design Tools

- 3D Tools: Rhinoceros, Solidworks, Fusion260, Keyshot
- 2D Tools: Adobe Series (Illustrator, InDesign, Premier Pro)

EMPLOYMENT HISTORY

Creative Technologist, Indeed Innovation
Hamburg Area, Germany
May, 2017 - Present

Indeed Innovation is an innovation firm implementing a new product or service strategy based on a human-centered design approach. My main roles include:

Fast POC Technical Prototyping for IoT products
- Liaison of developers and designers throughout the conceptual stage of the project and help implementing proof-of-concept prototype to validate the generated ideas.
- Client-facing role: project pitch, design workshop, development progress reports

Interactive Installation development / demonstration
- Full implementation of interactive installation from concept development to delivery
- Concept development, full technical implementation (SW, HW, System integration), demonstration guideline
- On-site/Remote demonstration support: House of Beautiful Business (Lisbon, Portugal), Digital Kindergarden (Germany) etc.

Creative Strategist, Samsung Creative Lab
Suwon, South Korea
Jun 2013 — Oct 2014

Samsung Creative Lab is a Samsung's incubation program for Samsung employees to incubate creative ideas into real project. My role in the team included:

- Proposed the winning idea to gain entry in C-Lab
- Touch Music provides syn-aesthetic music experience to the hearing-impaired people by combining visual and haptic musical experience.
- Product Strategy and development: product features definition, fast-proto-typing (Android SW), in charging of user research with the hearing-impaired community
- Regular progress report to the C-level representatives

Product Manager, Samsung Electronics HQ
Suwon, South Korea
Jan 2011 — Dec 2014

My main role as a product manager in the product strategy team in Samsung Mobile division included:

- Responsible for Samsung Galaxy Tablet Series, and Google Nexus 10
- Solving procedural issues during the entire product life cycle development stage to the end of production
- Regular VP/C-level issue reports on the project status
- Responsible for the communication with the cross functional departments.
- Building a product strategy for the sustainable sales growth, defining USPs for the market communication
- Online communication training for local Samsung branches for the coherent communication messages across the world

LANGUAGES

- English (Fluent, C2)
- Korean (Native)
- Japanese (Fluent, C2)
- Chinese (Intermediate, C1)
- German (Basics, B1)

INTERNSHIPS

Research Intern, ATR (Advanced Telecommunications Research Institute)
Kyoto, Japan
Oct 2009 — Feb 2010

Human-Robot Verbal Interaction: Participated in the early development stage of a listener robot for verbal communication with humans, especially in a teleoperation environment.

Research Intern, TOSHIBA R&D Center
Kawaski, Japan
Aug 2009 — Oct 2009

Human-Robot Nonverbal Interaction: Data visualization of the streaming "Interest Rate" from the robot

EDUCATION

M.S in Industrial Design, KAIST
Daejeon, South Korea
Mar 2015 — Feb 2017

- Mater's thesis: Calm Automaton, A DIY Toolkit for Ambient Displays
- A previous research member of myDesignLAB (Prof. Daniel Saakes)
- Full year scholarship : National Science and Technology Scholarship

B.S in Electrical Engineering, KAIST
Daejeon, South Korea
Mar 2006 — Feb 2011

- Major in Electrical Engineering and minor in Business Economics
- Full year scholarship: National Science and Technology Scholarship

EXHIBITIONS & PUBLICATIONS

Selfie-metre
Sep 2020
Hebei Design Week, China

An interactive installation that alerts the visitors of their environmental impact based on the carbon footprint of the number of selfies upload to the social media data center.

Brain Composer
Nov 2019
House of Beautiful Business, Portugal

Brain Composer explores the possibility of the brain interface to create AI-driven music application and print it into a 30 note music sheet.

How Will AI Change You
Nov 2017
House of Beautiful Business, Portugal

How will AI Change You provides participants an opportunity to be "A Thinker", reflecting on personal and collective futures with intelligent machines.

Calm Automaton
May 2017
CHI 2017, Denver

Calm Automaton is a customizable and programmable physical display that gently visualizes abstract data in the periphery.

Ratchair : furniture learns to move itself with vibration
Aug 2016
SIGGRAPH 2016, Anaheim

Ratchair is an interface for displacing big objects by attaching relatively small vibration sources.

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