MinJoo Cho

Creative Interaction Technologist

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EMAIL	minjoolisa.cho@gmail.com	DATE / PLACE OF BIRTH	1987-06-30 / Seoul	
NATIONALITY	South Korean (EU Blue card holder)	LINKS	Personal Webpage , LinkedIn	

Profile

Minjoo Cho has graduated from M.S in Industrial Design from KAIST(Korea Advanced Institute of Science and Technology, South Korea) where she has received her B.S in Electrical Engineering.

Through her studies, she participated in various interactive projects: Calm Automaton(A DIY Toolkit for Ambient Display), Ratchair(Furniture That Learns to Move Itself). Prior to her graduate school, she was a project member of Samsung Creative Lab(C-Lab) for Touch Music project that aimed to provide multi-sensory music player for the deaf, followed by her project management experience in Samsung Galaxy Tablet series and Google Nexus 10 at Samsung Electronics for 3 years.

Currently, she joined INDEED Innovation GmbH as a Creative Interaction Technologist. Her main interest resides in reaching and combining ideas from different fields including Design, Technology, and Art embraced with Humanity where she always believes in.

Employment History

May 2017 — Present
HAMBURG AREA, GERMANY

Creative Interaction Technologist
Indeed Innovation GmbH

As a creative interaction technologist, I explore opportunities to introduce new IoT systems (or product) to clients or share experiences/opinions towards the future and technological advance to the public. My current BI Music Installation, Brain Composer, was exhibited at the House of Beautiful Business, Lisbon in 2019.

Jun 2013 — Oct 2014
SUWON, SOUTH KOREA

Creative Lab
Samsung Electronics

A developer/program planner of an interdisciplinary project in Samsung Electronics. Designed a multi-modal sound visualisation tool for the deaf.

http://www.minjoolisacho.net/portfolio/gallery-c-lab.html

Jan 2011 — Dec 2014
SUWON, SOUTH KOREA

Production Manager
Samsung Electronics

A product manager of Samsung Tablets throughout the whole product life cycle from product planning stage to the end of the production. I was responsible for Nexus 10, a collaborative project with Google HQ, and a manger of two Samsung tablet projects (GALAXY Note10.1, GALAXY Tab3 10.1) to successfully launch them to the global market.

Internships

Oct 2009 — Feb 2010
KYOTO, JAPAN

Research Intern
ATR(Advanced Telecommunications Research Institute)

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

Aug 2009 — Oct 2009
TOKYO, JAPAN

Research Intern
Toshiba

Human-Robot Verbal Interaction Human-Robot Nonverbal Interaction: Development of a visualisation tool to display "Interest Rate" read the Robot as a response to the visual input from the user.

Education

Mar 2015 — Feb 2017
DAEJEON, SOUTH KOREA

Korea Advanced Institute of Science and Technology
Master of Science in Industrial Design

Majored in Industrial Design, myDesignLAB. My major research interest is in introducing interactive DIY tools to invite general users (without technological knowledge) to actively participate in the design process.
The graduation project, Calm Automaton, was a DIY toolkit for ambient displays and was demonstrated in CHI 2017 (Conference on Human Factors in Computing System).

Mar 2006 — Feb 2011
DAEJEON, SOUTH KOREA

Korea Advanced Institute of Science and Technology
Bachelor of Science in Electrical Engineering

Major - Electrical Engineering, Minor - Business Economics

Courses

Nov 2018 — Jan 2019

Machine Learning
Coursera

Languages

Korean	● ● ● ● ●	Chinese	● ● ● ● ○
English	● ● ● ● ●	German	● ● ● ○ ○
Japanese	● ● ● ● ●		

Skills

Prototyping (Processing, Arduino, Raspberry Pi)	● ● ● ● ○	Web development basics (P5.js, html, css, node.js)	● ● ● ○ ○
Computer Vision (Unity 3D, Processing, Open CV, Python)	● ● ● ○ ○	Adobe (Photoshop, Illustrator, Premiere Pro, After Effects)	● ● ● ○ ○
Digital Fabrication : 3D Modeling (Rhinoseros, Fusion 360, Inventor) /	● ● ● ○ ○	Rendering (Keyshot 5)	● ● ● ○ ○
		MS Office (PowerPoint / Excel)	● ● ● ● ●
Machine Learning	● ● ○ ○ ○		
Computer Language (C, C#, Java)	● ● ● ○ ○		

Interactive Projects & Publications

Mar 2019 — Jun 2019

HAMBURG

Brain Composer

This project explores the possibility of the brain interface to create AI-driven music applications.

Nov 2017 — Nov 2017

HAMBURG

How Will AI Change You

How Will AI Change You, gives participants an opportunity to be "The Thinker", reflecting on personal and collective futures with intelligent machines.

May 2017 — May 2017

COLORADO

Calm Automaton : A DIY Toolkit for Ambient Displays

Minjoo Cho and Daniel Saakes. 2017. Calm Automaton: A DIY Toolkit for Ambient Displays. In *Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems* (CHI EA '17). ACM, New York, NY, USA, 393-396. DOI: https://doi.org/10.1145/3027063.3052968

Aug 2016 — Aug 2016

ANAHEIM

Ratchair: furniture learns to move itself with vibration.

Tetiana Parshakova, Minjoo Cho, Alvaro Cassinelli, and Daniel Saakes. 2016. Ratchair: furniture learns to move itself with vibration. In *ACM SIGGRAPH 2016 Emerging Technologies* (SIGGRAPH '16). ACM, New York, NY, USA, Article 19, 2 pages. DOI: https://doi.org/10.1145/2929464.2929473

Sep 2015 — Sep 2015

KWANGJU

Sketching in virtual reality for rapid and situated idea generation

 Cho, MJ., Lee, B, Min, J., Saakes, D.P. Sketching in virtual reality for rapid and situated idea generation In KSDS Fall Conference 2015.

| Apr 2009 — Apr 2009 | **Animal Robot Interaction for PetCaring** |
| DAEJEON | |

Seung-Hwan Choi, Duckhwan Kim, Joonwoo Kim, Minjoo Cho, "Animal Robot Interaction for PetCaring", Computational Intelligence in Robotics and Automation (CIRA), 2009

Talks & Workshop

| Jul 2019 — Jul 2019 | **Job Talk, Forward Festival** |
| HAMBURG | |

https://page-online.de/branche-karriere/page-auf-dem-forward-festival-in-hamburg/

| Feb 2019 — Feb 2019 | **Woman in Tech Hamburg : Design, Technology, Art - the Convergence of Adjacent Fields** |
| HAMBURG | |

Putting the HER in "HERO": Why We Need More Women in Tech

| Sep 2018 — Sep 2018 | **FIRESIDE CHAT: Toast to the Art in Artificial Intelligence** |
| HAMBURG | |

http://www.indeed-innovation.com/journal/design-technology-and-art-the-fertility-of-adjacent-fields

| Jun 2018 — Jun 2018 | **Panel Discussion : Mind the Progress** |
| HAMBURG | |

http://www.mindtheprogress.de/speaker/

| May 2018 — May 2018 | **Ignite Digital BCG for young professionals** |
| BERLIN | |

I took part in the "Ignite Digital BCG Workshop" on May 10, 2019 in Berlin. Insightful lectures/case studies from Digital BCG were presented.

Awards

| Mar 2015 — Feb 2017 | **National Science & Technology Scholarship** |

Full scholarship for graduate programme

| Jun 2006 — Mar 2010 | **National Science & Technology Scholarship** |

Full scholarship for undergraduate programme

| Apr 2004 — Apr 2005 | **Lee Geon Hee, Samsung CEO Scholarship** |