

## SUMMARY

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- Product owner and founder leading AI/data-powered services from concept to launch. Experienced in designing service architectures, automation pipelines, and leading PoCs with early customers. Drives product decisions at the intersection of tech and business with lean, execution-focused teams.

## EMPLOYMENT

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- **(주) 세모랩스 (SemoLabs)** South Korea  
*Founder / CEO* *Sep. 2025 – Present*
  - Founded AI/data-driven services startup SemoLabs; own product planning, engineering, and business strategy.
  - Planned and designed flagship service “SEMO Lens”; led MVP development and early customer PoCs to validate direction.
  - Won and delivered partner project “Kickback” (rewards/commerce service), owning requirements, schedule/quality, and stakeholder communication.
  - Led technology and business decisions, team building, and external collaborations to expand product portfolio and revenue base.
- **(주) 하신** South Korea  
*Product Owner* *Jun. 2025 – Sep. 2025*
  - Joined AI-based WBS auto-generation solution “SEMO”; designed service architecture and implemented core features (project creation, WBS automation, credit/payment logic).
  - Filed two patents as lead inventor on AI-driven project management: user-request-based task tree auto-generation; reporting/monitoring system for external resources aligned to work plans.
- **제29전술개발훈련비행전대** South Korea  
*Information System Operator (military service)* *May. 2023 – Feb. 2025*
  - Served as an information system operator.

## PROJECTS

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- **SEMO Lens – data analysis/monitoring SaaS**  
Founder / Lead Developer   Aug. 2025 – Dec. 2025
  - Planned/designed an AI-driven conversion diagnostics SaaS; built URL-based automated analysis pipeline and evidence-centered reports (screenshots, checklists).
  - Led PoCs with D2C/commerce sellers, validated conversion-friction detection accuracy, and set sales messaging plus pricing/packaging strategy.
- **Kickback Technologies automation**  
Owner   Oct. 2025 – Dec. 2025
  - Designed and built Airtable–Stripe–Zapier data schema and settlement pipeline to automate multi-level commission payouts.
  - Reduced manual operations dependency while improving accuracy and turnaround of commission aggregation and disbursement.
- **Certification track (candidate)**  
Jan. 2022 – Dec. 2025
  - SQLD (23.12.15), Linux Master Level 2 (25.01.03), Search Ads Marketer Level 1 (25.01.10).

## AWARDS & HONORS

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- KAIST Misinformation Response Idea Challenge —**
  - Grand Prize (KAIST President's Award)** Nov. 2024
    - Proposed CAMS, an OSINT framework collecting public SNS data; led collaboration/scheduling and plans for fake news/deepfake detection models.
- 11th ROK Army Startup Contest — KOSME Director's Award** May. 2024
  - Planned photo-sharing/organizing platform ShutterShare; authored image-classification model plans and IR materials via Figma prototype.
- Korea Univ. EEE HandS Craft Competition — Excellence Award** Feb. 2024
  - Led Python-based automated SNS content generation and upload pipeline for informational posts.
- ku\_hackuton\_2023 — 1st Place** Aug. 2023
  - Built “모 잇 지,” a local-business social platform; handled planning and React-based frontend.
- Startup Express Winter Season Finalist — Korea Univ. Business School** Dec. 2022 / 2025
  - Developed communication initiator “ㄷ?”, implementing React Native frontend and Firebase Cloud Messaging.
- LINC3.0 KU Startup Club Selection — Korea Univ. LINC3.0** Oct. 2022
  - Team lead for KUplace spatial-information sharing service; led development.

## CONFERENCE PRESENTATIONS (POSTERS)

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- Context-Aware LLM-Driven Structured Complex Task Decomposition**
  - for Human-Executed Projects (2025 KU AI Forum, Team Lead)** Sep. 2025 — KU Centennial Hall
- KUPLACE app-based RAG utilizing KU spatial information chatbot**
  - development (2024 KU AI Forum, Team Lead)** Oct. 2024 — KU Centennial Hall

## ACTIVITIES

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- Hands (EE, KU) — Committee Member** Nov. 2024 – Dec. 2025  
*Led major/engineering study groups and project activities* South Korea
- Healer Startup Club — Team Lead** Oct. 2022 – Jan. 2023  
*Planned KUplace and built Android/web versions; developed communication initiator “ㄷ?”* South Korea
- 2025 MCL Summer Internship (KU MCL) — Research Intern** Jul. 2025 – Jul. 2025  
*Completed Python/PyTorch-based CV/ML/AI fundamentals; implemented age estimation and video interpolation models using lab codebase* South Korea
- LG Aimers Cohort 7 — Participant** Jul. 2025 – Sep. 2025  
*Built LightGBM Direct+Recursive+Naive blending pipeline and auto-submission validator for resort demand forecasting hackathon (top 10%)* South Korea
- Samsung Electronics DS Shining Star 1st Cohort — Participant** Aug. 2022 – Aug. 2022  
*Completed training on eight semiconductor processes; won 1st place in team project presentation* South Korea
- Wadiz “ChatGPT Profit Playbook” Crowdfunding — Lead Author** Jan. 2023 – May. 2023  
*Authored prompt-engineering-based workflows for web/blog creation, OpenAI API automation, and SEO/operations; achieved 3B KRW funding, 4.3/5 supporter rating* South Korea

## EDUCATION

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- Korea University** Seoul, South Korea  
*B.S. in Electrical and Electronic Engineering GPA: 4.16 / 4.5* Mar. 2021 – Present