Hyeonbeen Lee

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Google Scholar:	scholar.google.com/citations?user=TiduRxoAAAAJ

PERSONAL INFORMATION

Legal Name:	Hyeonbeen Lee	**Date of Birth:**	July 4th, 1996
Nationality:	Republic of Korea (South)	**Address:**	6-3, Hoenamu-ro 39gil, Yongsan-gu, Seoul, South Korea
Military service:	Honorably discharged, Marine Corps Sergeant (May 2017~Feb. 2019)	**Career Objective:**	(Assistant) Brand Partnership Manager

EDUCATION

Banpo High School, Science-specialized Track — Mar. 2012 — Feb. 2015

Kyung Hee University, Dept. of Mechanical Engineering — Mar. 2015 — Feb. 2022
Bachelor of Engineering (Supervisor: Shin-kyu Jeong, Jin-gyun Kim) — GPA(Major): 3.84/4.5, GPA: 3.87/4.5
Thesis: *'Data-driven aerodynamic coefficient prediction using deep neural network and PARSEC airfoil parameterization'*

Kyung Hee University, Dept. of Mechanical Engineering — Mar. 2022 — Feb. 2024
Master of Engineering (Supervisor: Jin-gyun Kim) — GPA: 4.33/4.5
Thesis: *'Composite neural network with differential propagation for modeling impulsive nonlinear dynamic systems'*

CAREER

8DIVISION, Flagship Store Staff — Feb. 2024 — Present

- Assistant store manager
- **International clients communication and supportive interpretation**
- **Creative SNS marketing (@8division, @8division_journal)**
- Fitting model and in-house stylist
- Buying MD
- Robotic process automation
- Sales analysis and data-processing

Freelance model — May 2024 — Present

- @gyoureekim SS2025 fitting model for London Fashion Week
- @san263_1 FW2024/SS2025 fitting model
- @8division, @8division_journal store fitting model
- @armed_dept FW2024 Lookbook
- Personal works with photographers: @chtewon, @wyw_kiki98, @leeejaehoon, @jngsnghun
- Magazines: @pap_magazine, @prism.mag
- Music videos: SEVENTEEN - Eyes on You (2024), creepy - You're Just My Type (2024)

LANGUAGE

- Korean
  - Mother tongue
- English
  - **Certification - New TEPS 513/600** (equivalent to 980/990 in ETS TOEIC)
  - **Certification - ACTFL OPI English AH(Advanced High)**
  - Expertised communication ability at near-native level

- **Rich social experiences with global fashion creatives and designers**
- Published **two papers for international science journals** as first and co-author
- Abundant experiences at **international conference presentations, research meetings, and email communication** in **expert level**

- Japanese
  - Able to speak daily-level conversations
  - Understands movies and TV shows in Japanese without subtitles

GLOBAL NETWORKING

Possesses communication, collaboration and socialization experiences with global fashion brands and creatives listed below:

English speakers

- Stefan Cooke & Jake Burt
- Thomas Tistounet (RIER)
- Luca Hamers
- Bonnie & Clyde
- ＿J.L-A.L＿
- SABUKARU Magazine
- Pepe (ThinkingMU)
- GR10K
- Samutaro
- Stockholm Surfboard Club
- Betsy Johnson (in support of OSS)
- Jonathan Choi (FFFPostalService)
- Max Schaefer (Untitled Showroom)
- Hiking Patrol
- JUS Stockholm

Japanese speakers

- Nepenthes
- COMOLI
- Manabu Kamo (Huntism Tokyo)
- Koji Yoshimura (HLVTC)
- KAMIYA
- Ken Mitsuishi
- OURs (YouTube OURs)
- Kota Kawai (PickYou)
- NorthWorks
- Junction JP

PERSONAL ANALYSIS

Strength

- Smooth communication ability
  - **Intense fashion sales communication experiences with international clients**
    * See linked posts: [1],[2],[3],[4],[5],[6],[7],[8],[9] (in chronological order)
    * I took the majority of the store visitor snaps above, based on my active sales communication skills and fluent English and Japanese.
    * My clients include internationally-renowned fashion designers, influencers, and artists.
  - Builds **continuing and expanding friendship with clients**
    * From the first meet at the store, I develop relationship out at the store such as:
    * **Case (1)** Got modeling works; from Bianco and Luca for Luca Hamers; from Jonathan for SAN263-1 and Minjoo;
    * **Case (2)** Conducted cultural research support for MORNING Studio London and Ben Greenwood
    * **Case (3)** Supported English-Korean interpretation for Betsy Johnson and OSS Team Seoul
    * **Case (4)** Longing friendship with Stefan Cooke
  - **Smooth communication across all teams** in current team (8DIVISION)
  - Admitted, and promoted from fashion freshman to **assistant store manager in 6 months**
  - Language never matters
- Computer and data specialist with Master's degree in AI research
  - **Expert-level data analysis, processing, visualization skills** with **clear presentation skills.** Proven from **numerous successes in academic conferences and publications, research projects, and governmental grants.**
  - Friendly to all types of computer or data-related tasks
  - Utilization of my expertise in 8DIVISION is as below:
    * **Case (1)** For store sales report, I have visualized 3-year sales data with advanced visualization and analysis techniques such as trend extraction, histogram and bar plots, and category-wise classifications.

- * **Case (2)** <u>To resolve redundant robotic processes in registering new products using store POS, I automated the whole registration process using Python.</u> This dramatically reduced human power consumption for pop-up store preparations.
- * **Case (3)** To further enhance the usability of the POS from **Case (2)**, <u>I directly communicated with POS developers with detailed requirements using my R&D knowledge</u>, which greatly shortened scheduled update due as a result.
- * **Case (4)** Enhanced workflow continuity and efficiency by introducing collaboration tools like Notion, Microsoft365, and Google Sync which were never utilized before.

- Sensitive to trends with a creative mindset
  - Creative directing for @8division_journal and @8division
    - * **Case (1)** After taking charge of @8division_journal account management, proactively posted creative stories and reels with fresh ideas using in-store items. This **raised followers from 5,700 to 7,000, reach 455%, and engagement 425%.**
    - * **Case (2)** See linked posts for detail: [1], [2], [3], [4], [5], [6], [7], [8], [9], [10], [11], [12]
  - With a long-term interest in fashion, I'm sensitive to trends and have a fruitful understanding of overall culture
- Fluent English and Japanese skills
  - Capable of performing all strengths above without language problems.

Weakness

- Attempts to change existing workflow
  - Once got feedback regarding my multiple attempts to further improve the established workflow
  - After receiving the feedback, I pay more caution to better respect established procedures and pipelines

PUBLICATIONS

1. S. Han, G.E. Jeong, **H. Lee**, W.S. Choi, J.G. Kim, "Multi-body dynamics model for spent nuclear fuel transportation system under normal transport test conditions", *Nuclear Engineering and Technology (Q1, JCR-IF Top 3.5% in Nuclear Science & Technology)*, 55(11), 4125-4133.
2. **H. Lee**, S. Han, H.S. Choi, J.G. Kim (2023). "cNN-DP: Composite neural network with differential propagation for impulsive nonlinear dynamics", *Journal of Computational Physics (Q1, JCR-IF Top 4.5% in Physics, Mathematical)*, 112578.
3. **H. Lee**, J. Han, T. Yeo, J.G. Kim. "Stochastic Fourier Transformer for interpretable real-time real-world robot force forecasting", in preparation.

PROJECTS

Mar. 2022 — Oct. 2024	Deep-learning based reaction force and torque prediction model development for underwater ground cutting robot using experimental measurements and dynamic simulation data, Korea Research Institute of Ships and Ocean Engineering (KRISO). (github.com/hyeonbeenlee/TimeSeriesSeq2Seq)
Nov 2021 — Jan. 2024	cNN-DP: Composite neural network with differential propagation for impulsive nonlinear dynamics, Modeling & Simulation Lab. (github.com/hyeonbeenlee/cNN-DP)
Sep. 2021 — Jan. 2024	Metamodel generation and evolution procedures for flexible multibody dynamics, FunctionBay Inc.
Mar. 2023 — Jun. 2023	Segment Anyone: Fine-tuned Segment-Anything-Model (SAM) for human-collaborative robots, Kyung Hee University Dept. of Artifical Intelligence. (github.com/hyeonbeenlee/segment-anything-fine-tuning)
Dec. 2022 — Jun. 2023	RecurDyn Automation using Python, Modeling & Simulation Lab. (github.com/hyeonbeenlee/RecurDynPython)
Sep. 2021 — Oct. 2022	Development of ground·sea transportation test simulation model using multibody dynamics and DNN-based metamodel, Korea Atomic Energy Research Institute (KAERI).

CONFERENCES

Jun. 9 2024 Madison, Wisconsin, USA	J. Han, J.B. Han, S.S. Kim, M.H. Kim, Y.H. Kim, **H. Lee**, J.G. Kim, T.K. Yeu. "Digital twin model of underwater construction robot for real-time grinding simulation", 7th International Conference on Multibody System Dynamics.
Nov. 1 2023 Incheon, South Korea	**H. Lee**, J. Han, T. Yeo, J.G. Kim. "Real-time multi-horizon reaction force forecasting of ocean robot using interpretable Transformer", Annual Conference, Korean Society of Mechanical Engineers (Oral Presentation).
May 18 2023 Busan, South Korea	**H. Lee**, S. Han, H.S. Choi, J.G. Kim. "Meta-modeling of nonlinear impulsive dynamics using composite neural network model with differential propagation", Conference on Engineering Reliability, Korean Society of Mechanical Engineers (Oral Presentation).
Mar. 23 2023 Jeju, South Korea	**H. Lee**, S. Han, H.S. Choi, J.G. Kim. "Meta-modeling of nonlinear impulsive dynamics using composite neural network model with differential propagation", Conference on Dynamics and Control, Korean Society of Mechanical Engineers (Oral Presentation).
Feb. 16 2023 Austin, Texas, USA	**H. Lee**, S. Han, H.S. Choi, J.G. Kim. "Composite neural network framework for modeling impulsive nonlinear dynamic responses", 41th International Modal Analysis Conference (IMAC) (Oral Presentation).
Dec. 4 2022 Jeju, South Korea	**H. Lee**, S. Han, G.E. Jeong, J.G. Kim. "Development of multibody dynamics trailer model using normal transportation test data and DNN based surrogate model generation", Fall conference, Korean Society for Noise and Vibration Engineering (Oral Presentation).

AWARDS AND CERTIFICATES

- **New TEPS:** 513/600 (equivalent to TOEIC 980/990) No.0111736, Valid, May 13 2023
- **OPI English:** AH (Advanced High) 2A7617334333, Valid, Nov. 14 2023
- **RA Scholarship (80% tuition)** Kyung Hee University, Sep. 01 2023
- **Exellence Paper Award** Korean Society of Mechanical Engineers, No.2023-083, Aug. 25 2023
- **RA Scholarship (80% tuition)** Kyung Hee University, Mar. 01 2023
- **RA Scholarship (80% tuition)** Kyung Hee University, Sep. 01 2022
- **Excellence Scholarship (Full tuition)** Kyung Hee University, Mar. 01 2021
- **TOEIC:** 925/990 No.605083, Expired, Nov 25 2018

MISCELLANEOUS

Representative Administrative Assistant	Kyung Hee University, Sep 2022 — Feb 2024
Seminar: IAS18 Workshop&Tutorials	Intl. Conference on Intelligent Autonomous Systems, Jul 2023
Seminar: AI Summer School 2022	Korean Society of Mechanical Engineers, Aug 2022
Teaching Assistant (System Dynamics)	Modeling & Simulation Lab, Mar 2022 - Jun 2023
Seminar: AI Summer School 2021	Korean Society of Mechanical Engineers, Aug 2021
Seminar: AI, Data Driven Models&ML	National Agency Finite Element Methods and Standard, Apr 2021
Undergraduate Research Internship	Modeling & Simulation Lab, Jan 2021 — Feb 2022
48th Student Council	Kyung Hee University College of Engineering, Feb 2019 — Jan 2020
R.O.K.-U.S. Combined Marine Corps Interpreter	1st Marine Div., ROKMC, Sep 2017 — Feb 2019