

Minjoo Cho

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[Portfolio\(pdf\)](#)
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OBJECTIVE

I am a polymathic software designer who designs and prototype connected services that make us better “humans”.

I have over 7 years of experience working with multidisciplinary teams to design and prototype a broad range of interactive prototypes and support user testings.

I would love to work with a team who is passionate about creating data-driven services at scale based on relentless curiosity in human behaviours.

SKILLS

Full-stack IoT PoC prototyping

- Embedded: Arduino, RaspberryPi
- Backend: Python-Flask, Node.js
- Messaging protocols: Messaging(web socket, MQTT), Hardware(I2C, Serial, SPI)
- Cloud Services : AWS (Certified AWS Developer Associate), GCP
- Frontend: HTML/CSS, Bootstrap, React Flutter
- Mobile Native: Android SDK

Emerging Technology

- Machine Learning Libraries: GCP-based ML solutions (mediapipe, Polyphonic RNN etc.)
- AR/VR: Native(AR Core, Unity),
- Computer Vision Libraries: OpenCV, Pygame

Design Tools

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

LANGUAGES

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

EMPLOYMENT HISTORY

Senior Software Designer, D-Ford London

London, United Kingdom

June, 2021 - Present

D-Ford is an R&D lab focused on developing services, products, and visions for the future of mobility. A collaboration between IDEO and Ford, the lab uses human-centred Design (HCD) methods to quickly prototype, co-create and engage with users, clients, and customers in the field.

- Early-stage connected prototype development for initial concept validation
- Supporting on-site user research and insight synthesis for the next product development stage

Creative Technologist, Indeed Innovation

Hamburg, Germany

May, 2017 - Apr, 2021

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 report

Interactive Installation development / demonstration

- Full implementation of interactive installation from concept development to delivery

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:

- Project Proposal: Proposed the winning idea to gain entry in C-Lab
- Product Strategy and development: product features definition, fast-prototyping (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

- Responsible for Samsung Galaxy Tablet Series, and Google Nexus 10
- Product Life Cycle Management: solving procedural issues during the entire product life cycle from the development stage to the end of production
- Regular VP/C-level issue reports on the project status

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