

# NAMWOO KANG (강남우)

**Assistant Professor, Department of Mechanical Systems Engineering, Sookmyung Women's University**

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## RESEARCH INTERESTS

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- **AI-based Design Automation**/ Data-driven Design/Generative Design/ Deep Learning/ Machine Learning
- **Design Optimization**/ Multidisciplinary Design Optimization/ Simulation-based Optimization
- **Design for Market Systems**/ Consumer Preference Models/ Big Data
- **Smart Mobility**/ Shared Autonomous Electric Vehicle/ Personal Mobility
- **Human-Computer Interaction**/ User Experience

## EDUCATION

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<b>University of Michigan</b>	Ann Arbor, MI
<b>Ph.D. Design Science</b> (Mechanical Engineering + Marketing)	2011 – 2014
Co-advisors: Prof. Panos Papalambros, Prof. Fred Feinberg	
<b>Seoul National University</b>	Seoul, Korea
<b>M.S. Technology and Management</b>	2005 – 2007
<b>B.S. Mechanical and Aerospace Engineering</b>	2000 – 2005

## ACADEMIC APPOINTMENTS

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<b>Sookmyung Women's University</b>	Seoul, Korea
<b>Assistant Professor</b> , Mechanical Systems Engineering	2018 – Present
<b>KAIST</b>	Daejeon, Korea
<b>Assistant Professor</b> , K-School	2016 – 2018
<b>University of Michigan</b>	Ann Arbor, MI, USA
<b>Research Fellow and Adjunct Lecturer</b> , Mechanical Engineering	2014 – 2016

## INDUSTRIAL EXPERIENCE

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<b>Hyundai Motor Company</b>	Jeonbuk, Korea
<b>Research Engineer</b> , R&D Center	2007 – 2010

## TEACHING EXPERIENCES

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<b>Sookmyung Women's University</b>	2018 - Present
<ul style="list-style-type: none"><li>• Solid Mechanics (Undergraduate course)</li><li>• Engineering Design and Practice (Undergraduate course)</li><li>• Automotive Engineering (Undergraduate course)</li><li>• Engineering Mathematics (Undergraduate course)</li><li>• Programming Basics and Practice (Undergraduate course)</li><li>• Deep Learning and Engineering Design (Graduate course)</li><li>• Design Optimization (Graduate course)</li><li>• Multidisciplinary Design Optimization (Graduate course)</li><li>• Advanced Intelligent Vehicles: Deep Learning I (Graduate course)</li><li>• Mechanical Engineering Seminar: Deep Learning II (Graduate course)</li></ul>	

## KAIST

2016 - 2018

- Advanced Multidisciplinary Capstone Design (Graduate course)
- Multidisciplinary Capstone Design I (Undergraduate course)
- Multidisciplinary Capstone Design II (Undergraduate course)
- Design Thinking for Startup (Undergraduate and graduate course)
- Startup Management Practice (Graduate course)
- Entrepreneurship (Graduate course)
- Capstone Design I (Undergraduate course) - Guest
- Capstone Design II (Undergraduate course) - Guest

## University of Michigan

2012 - 2016

- Design Optimization (Graduate course)
- Analytical Product Design (Graduate course) - Guest
- Product Design Process (Graduate course) - Guest
- Design and Manufacturing (Undergraduate course) - Guest

## AWARDS

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| • 미래기술상, 한국전산구조공학회  | 2019 |
| • Dow Distinguished Award, Dow Sustainability Fellows, University of Michigan | 2014 |

## MEMBERSHIPS

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- Korean Society of Mechanical Engineers (KSME) – CAE 및 응용역학부문 편집이사
- Korean Institute of Information Scientists and Engineers (KIISE) – 인공지능소사이터티 이사
- Computational Structural Engineering Institute of Korea (COSEIK)
- Korean Society for Design Optimization (KSDO)
- Korean Society for Prognostics and Health Management (KSPHM)
- American Society of Mechanical Engineers (ASME)
- International Society for Structural and Multidisciplinary Optimization (ISSMO)
- Design Society

## PUBLICATIONS

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(Downloads are available at the web: [www.SmartDesignLab.org](http://www.SmartDesignLab.org))

\*corresponding author

### Journal Papers under Review

- [4] **Kang, N.**, Ren, Y., Feinberg, F. M., and Papalambros, P. Y. "Form + Function: Optimizing Aesthetic Product Design via Adaptive, Geometrized Preference Elicitation", *Marketing Science*
- [3] Jung, Y., Lee, J., Lee, M., **Kang, N.\***, and Lee, I. "Probabilistic Analytical Target Cascading using Kernel Density Estimation for Accurate Uncertainty Propagation", *Structural and Multidisciplinary Optimization*
- [2] Lee, U., **Kang, N.\***, and Lee, I. "Shared Autonomous Electric Vehicle (SAEV) Design and Operations Under Uncertainties: A Reliability-based Design Optimization (RBDO) Approach", *Transportation Research Part C: Emerging Technologies*
- [1] Lee, U., **Kang, N.\***, and Lee, I. "Choice Data Generation using Usage Scenarios and Discounted Cash Flow Analysis", *Journal of Choice Modelling*

## Journal Papers (International)

- [16] Oh, S., Jung, Y., Kim, S., Lee, I., and **Kang, N.\*** (2019) "Deep Generative Design: Integration of Topology Optimization and Generative Models", *Journal of Mechanical Design* (accepted) (arXiv:1903.01548)
- [15] Kim, S., Chang, J., Park, H. H., Song, S. U., Cha, C. B., Kim, J. W., **Kang, N.\*** (2019) "Autonomous Taxi Service Design and User Experience", *International Journal of Human-Computer Interaction* (accepted)
- [14] **Kang, N.**, Feinberg, F. M., and Papalambros, P. Y. (2019) "Designing Profitable Joint Product-Service Channels", *Design Science* (accepted)
- [13] Koh, S. R., Hur, S. H., and **Kang, N.\*** (2019) "Feasibility Study on the Korean Government's Hybrid Conversion Project of Small Diesel Trucks for Parcel Delivery Services", *Journal of Cleaner Production*, Vol. 232, pp.559-574.
- [12] Lee, U., **Kang, N.\***, and Lee, I. (2019) "Selection of Optimal Target Reliability in RBDO through Reliability-based Design for Market Systems (RBDMS) and Application to Electric Vehicle Design", *Structural and Multidisciplinary Optimization*, pp.1-15, <https://doi.org/10.1007/s00158-019-02245-3>.
- [11] **Kang, N.**, Bayrak, A., and Papalambros, P. Y. (2018) "Robustness and Real Options for Vehicle Design and Investment Decisions under Gas Price and Regulatory Uncertainties", *Journal of Mechanical Design*, Vol. 140, No. 10, 101404.
- [10] Jung, Y., **Kang, N.**, and Lee I. (2018) "Modified Augmented Lagrangian Coordination and Alternating Direction Method of Multipliers with Parallelization in Non-hierarchical Analytical Target Cascading", *Structural and Multidisciplinary Optimization*, Vol. 58, No. 2, pp. 555-573.
- [9] **Kang, N.**, Burnap, A., Kim, K. H., Reed, M. P., and Papalambros, P. Y. (2017) "Influence of Seat Form and Comfort Rating on Willingness to Pay", *International Journal of Vehicle Design*, Vol. 75, Nos. 1/2/3/4, pp.75-90.
- [8] **Kang, N.**, Feinberg, F. M., and Papalambros, P. Y. (2017) "Autonomous Electric Vehicle Sharing System Design", *Journal of Mechanical Design*, Vol. 139, No. 1, 011402.
- [7] D'Souza, K., Bayrak, A. E., **Kang, N.**, Wang, H., Altin, B., Barton, K., Hu, J., Papalambros, P. Y., Epureanu, B. I., and Gerth, R. (2016) "An Integrated Design Approach for Evaluating the Effectiveness and Cost of a Conventional and Modular Fleet", *Journal of Defense Modeling and Simulation*, Vol. 13, No. 4, pp. 381-397.
- [6] Bayrak, A., **Kang, N.\***, and Papalambros, P. Y. (2016) "Decomposition Based Design Optimization of Hybrid Electric Powertrain Architectures: Simultaneous Configuration and Sizing Design", *Journal of Mechanical Design*, Vol. 138, No. 7, 071405
- [5] **Kang, N.**, Ren, Y., Feinberg, F. M., and Papalambros, P. Y. (2016) "Public Investment and Electric Vehicle Design: A Model-based Market Analysis Framework with Application to a USA-China Comparison Study", *Design Science*, Vol. 2, e6, doi:10.1017/dsj.2016.7.
- [4] **Kang, N.**, Feinberg, F. M., and Papalambros, P. Y. (2015) "Integrated Decision Making in Electric Vehicle and Charging Station Location Network Design", *Journal of Mechanical Design*, Vol. 137, No. 6, 061402.
- [3] **Kang, N.**, Kokkolaras, M., Papalambros, P. Y., Park, J., Na, W., Yoo, S., and Featherman, D. (2014) "Optimal Design of Commercial Vehicle Systems Using Analytical Target Cascading", *Structural and Multidisciplinary Optimization*, Vol. 50, No. 6, pp. 1103-1114.
- [2] **Kang, N.**, Kokkolaras, M., and Papalambros, P. Y. (2014) "Solving Multiobjective Optimization Problem Using Quasi-separable MDO Formulations and Analytical Target Cascading", *Structural and Multidisciplinary Optimization*, Vol. 50, No. 5, pp. 849-859.
- [1] **Kang, N.**, Kim, J. and Park, Y. (2007) "Integration of Marketing Domain and R&D Domain in NPD Design Process", *Industrial Management & Data Systems*, Vol. 107, No. 6, pp. 780-801.

## Journal Papers (Korean)

- [1] Kwon, Y., Byun, J., and **Kang, N.** (2019) "소형 경유 트럭에 대한 친환경 트럭으로의 개조 기술 선택에 관한 연구", *대한교통학회지*, Vol. 37, No. 2, pp. 135-147.

## Conference Proceedings (International)

- [14] Kim, S., Lee, S., and **Kang, N.\*** (2019) "AI-based Design Automation: Generative Design + Generative Models", *KSME-JSME Joint Symposium on Computational Mechanics & CAE*, Kawagoe, Japan, Sep 17-18.
- [13] Yoo, S., Lee, S., Kim, S., and **Kang, N.\*** (2019) "Gender Differences in User Experience of Autonomous Taxi Service", *The 3rd Cultural DNA Workshop 2019*, Daejeon, Korea, June 25.
- [12] Oh, S., Jung, Y., Lee, I., and **Kang, N.\*** (2018) "Design Automation by Integrating Generative Adversarial Networks and Topology Optimization", *Proceedings of the ASME 2018 International Design & Engineering Technical Conferences*, Quebec City, Quebec, Canada, Aug 26-Aug 29, DETC2018-85506.
- [11] Lee, U., **Kang, N.\***, and Lee, I. (2017) "Reliability-based Design Optimization (RBDO) for Electric Vehicle Market Systems", *Proceedings of the ASME 2017 International Design & Engineering Technical Conferences*, Charlotte, Aug 6-Aug 9, DETC2017-68045.
- [10] Jung, Y., **Kang, N.**, and Lee I. (2017) "Convergence Strategy for Parallel Solving of Analytical Target Cascading with Augmented Lagrangian Coordination", *Proceedings to the 12th World Congress on Structural and Multidisciplinary Optimization*, Braunschweig, Germany, June 5-June 9.
- [9] Min, D. A., **Kang, N.**, Rhim, J., and Lee, J. H. (2017) "A Sense of Dichotomy in Household Space and Smartphone", *The 2nd Cultural DNA Workshop 2017*, Daejeon, Korea, Jan 13.
- [8] **Kang, N.**, Bayrak, A., and Papalambros, P. Y. (2016) "A Real Options Approach to Hybrid Electric Vehicle Architecture Design for Flexibility", *Proceedings of the ASME 2016 International Design & Engineering Technical Conferences*, Charlotte, Aug 21-Aug 24, DETC2016-60247.
- [7] **Kang, N.**, Feinberg, F. M., and Papalambros, P. Y. (2015) "Autonomous Electric Vehicle Sharing System Design", *Proceedings of the ASME 2015 International Design & Engineering Technical Conferences*, Boston, Aug 2-Aug 5, DETC2015-46491 (*Dow Distinguished Award*)
- [6] Bayrak, A., **Kang, N.\***, and Papalambros, P. Y. (2015) "Decomposition Based Design Optimization of Hybrid Electric Powertrain Architectures: Simultaneous Configuration and Sizing Design", *Proceedings of the ASME 2015 International Design & Engineering Technical Conferences*, Boston, Aug 2-Aug 5, DETC2015-46861 (\*corresponding author)
- [5] **Kang, N.**, Emmanoulopoulos, M., Ren, Y., Feinberg, F. M., and Papalambros, P. Y. (2015) "A Framework for Quantitative Analysis of Government Policy Influence on Electric Vehicle Market", *Proceedings of the 20th International Conference on Engineering Design*, Milan, Italy, Jul 27-Jul 30, ISBN: 978-1-904670-68-1.
- [4] **Kang, N.**, Feinberg, F. M., and Papalambros, P. Y. (2014) "Integrated Decision Making in Electric Vehicle and Charging Station Location Network Design", *Proceedings of the ASME 2014 International Design & Engineering Technical Conferences*, Buffalo, Aug 17-Aug 20, doi:10.1115/DETC2014-35270.
- [3] **Kang, N.**, Feinberg, F. M., and Papalambros, P. Y. (2013) "A Framework for Enterprise-driven Product Service Systems Design", *Proceedings of the 19th International Conference on Engineering Design*, Seoul, Korea, Aug 4-Aug 7, ISBN: 978-1-904670-47-6.
- [2] **Kang, N.**, Kokkolaras, M., and Papalambros, P. Y. (2013) "Solving Multiobjective Optimization Problem Using Quasi-separable MDO Formulations and Analytical Target Cascading", *Proceedings to the 10th World Congress on Structural and Multidisciplinary Optimization*, Orlando, May 19-24.
- [1] **Kang, N.**, Kokkolaras, M., Papalambros, P. Y., Park, J., Na, W., Yoo, S., and Featherman, D. (2012) "Optimal Design of Commercial Vehicle Systems Using Analytical Target Cascading", *Proceedings of the 14th AIAA/ISSMO Multidisciplinary Analysis and Optimization Conference*, Indianapolis, Sep 17-19, AIAA 2012-5524.

## Conference Proceedings (Korean)

- [9] Kim, S., Lee, S., Yoo, S., Kim, E., and **Kang, N.\*** (2019) "Generative Design: Engineering Design + Deep Learning", *The AI Korea 2019 컨퍼런스 (포스터)*.
- [8] Kim, S., Lee, S., and **Kang, N.\*** (2019) "딥러닝 기반 제너레이티브 디자인", *대한기계학회 CAE 및 응용역학부문 2019년도 춘계학술대회*.

- [7] Kim, S. and **Kang, N.\*** (2019) “이상치 탐지를 위한 오토인코더와 CNN의 비교”, 한국PHM학회 정기학술대회 (포스터).
- [6] **Kang, N.** (2019) “최적 설계 분야의 딥러닝 연구 동향”, 한국전산구조공학회 정기학술대회.
- [5] Lee, U., **Kang, N.**, and Lee, I. (2018) “Improving the Accuracy of Consumer Preference Estimation Using Economic Simulation Model”, 한국전산역학회.
- [4] Lee, U., **Kang, N.**, and Lee, I. (2017) “전기차 시장을 고려한 신뢰성 기반 최적 설계”, 대한기계학회, pp. 89-90.
- [3] Jung, Y., **Kang, N.**, and Lee, I. (2017) “Augmented Lagrangian Coordination을 이용한 Analytical Target Cascading에서의 Parallelization 도입 및 수렴전략 개발”, 대한기계학회, pp. 188-189.
- [2] Kim, J., **Kang, N.**, and Park, Y. (2009) “컨조인트와 트리즈의 통합에 관한 연구”, 기술경영경제학회, pp. 627-647.
- [1] **Kang, N.**, Kim, J. and Park, Y. (2006) “신제품 개발 프로세스에서 마케팅 영역과 제조 영역의 통합적 설계 : Conjoint 분석과 Taguchi 방법의 순차적 결합”, 한국경영과학회, Vol. 2006, No. 5, pp. 365-372.

## Book Chapters

- [2] Min, D. A., **Kang, N.**, Rhim, J., and Lee, J. H. (2018) “A Sense of Dichotomy in Household Space and Smartphone”, Computational Studies on Cultural Variation and Heredity, pp. 95-105, Springer, Singapore.
- [1] Papalambros, P. Y. and **Kang, N.** (2015) "Systems Design - Chapter 8", Principles of Optimal Design (3rd Edition), Cambridge University Press, New York.

## PATENTS

- [4] “전기자동차의 운전자를 위한 배터리의 충전 및 교체 정보 제공 방법 및 시스템”, 출원번호: 10-2019-0063430.
- [3] “무인 택시 시스템을 이용한 지역 광고 시스템 및 그 방법”, 출원번호: 10-2018-0120545.
- [2] “가상 정거장을 이용한 무인 택시 시스템 및 그것을 이용한 무인 택시 매칭 방법”, 출원번호: 10-2018-0120544.
- [1] “프로젝트 과정 공유시스템 및 방법”, 출원번호: 10-2017-0098077.

## INVITED PRESENTATIONS

- Korean Society of Mechanical Engineers, 2019 Artificial Intelligence Summer School, “Generative Design” Aug, 2019
- Korea Institute of Machinery & Materials, “Generative Design and AI-based Design Automation” (2<sup>nd</sup>) July, 2019
- Hyundai Motor Company, “Deep Learning based Design Optimization and Generative Design” Jun, 2019
- Korea Institute of Machinery & Materials, Industry 4.0 R&D Center, “Generative Design and AI-based Design Automation” Jun, 2019
- Computational Structural Engineering Institute of Korea, “Deep Learning based Generative Design” Apr, 2019
- Korean Society for Design Optimization, “Generative Design by Deep Learning” Jan, 2019
- Korea Software Congress, “Form + Function: Product Design by Machine Learning” Dec, 2018
- Society for Computational Design and Engineering, AI+Engineering Tutorial, “Design Automation by Deep Learning” Nov, 2018
- University of Michigan, Design Science, Ann Arbor, “What is a Good Mechanical Design?” Sep, 2018
- Computational Structural Engineering Institute of Korea, New Technology Tutorial, “Design Optimization” Aug, 2018
- KAIST, Advanced Leadership Program for Future Transport and Urban Development, “Creative Design Thinking” Jun, 2018
- KAIST, Institution of Startup KAIST, “Design Thinking for Startup” Mar, 2018
- KAIST, Industrial Design, “Enterprise-driven Multidisciplinary Design” Apr, 2017
- KAIST, Advanced Leadership Program for Future Transport and Urban Development, “Design for EV Market Systems” Apr, 2017
- KAIST, Industrial & Systems Engineering, “Enterprise-driven Design Thinking” Dec, 2016
- INFORMS, Annual Meeting, Philadelphia, “Design for EV Market Systems” Nov, 2015
- Seoul National University, Mechanical Engineering, Korea, “Design Science” May, 2015

- Seoul National University, Industrial Engineering, Korea, “Design Science” May, 2015
- KAIST, Mechanical Engineering, Korea, “Design Science” May, 2015
- KAIST, Graduate School of Culture Technology, Korea, “Design Science” Jun, 2015
- Hanyang University, Mechanical Engineering, Korea, “Design Science” Jun, 2015
- Altair Engineering, Symposium, Ann Arbor, “Optimal Design of Commercial Vehicle Systems Using Analytical Target Cascading and HyperWorks” Apr, 2015

## PROFESSIONAL SERVICE

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### Reviewer

- Journal of Mechanical Design
- Structural and Multidisciplinary Optimization
- Journal of Mechanical Engineering Science
- Design Science
- Research in Engineering Design
- Systems Engineering
- Journal of Manufacturing Science and Engineering
- International Journal of Vehicle Design
- Journal of Mechanical Science and Technology
- Computers in Human Behavior
- Transactions of the KSME A
- ASME International Design Engineering Technical Conference (IDETC)
- International Conference on Engineering Design (ICED)