

Seongjae Bae

HCI Developer

“ The only way to do it is to try. ”

Albert Einstein

Email
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Portfolio Website
<https://dinggiding.github.io/>

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Geumcheon-gu, Seoul

Tools

Figma
UI Design

SwiftUI
IOS Framework

ARKit
AR Framework

SceneKit
AR Framework

SwiftUI
IOS Framework

Tools

Firebase Analytics
User behavior data

Firebase Storage
Store sentences

Naver API
Get product information

SwiftUI
IOS Framework

TestFlight
Beta test & QA

App Store
Release application

Figma
UI Design

Education



Student
Konkuk University

Mar 2018 - Aug 2024

Seoul, Korea

- Major : Department of Smart ICT Convergence / Minor : Applied Statistics
- Major GPA 3.97/4.5 , Minor GPA : 3.93/4.5



Student
Jeonnam Science High School

Mar 2015 - Feb 2018

Naju-si, Korea

- Graduated
- Club : Robotics(President), Information Technology

Skills



Design

Mobile Design

Visualization

User Experience

- Wireframing
- Prototyping in Figma



Development

IOS Swift

Android Java Kotlin

Flutter Dart

Python R

JS C/C++

Projects



A Remedy

AR-based realistic media prevention solution for drug education

- Worked as a team leader from project planning to development.
- Promoted social health and safety by providing realistic and preventative drug education through an AR-based drug experience simulator application.
- Interviews with youth, parents, doctors, and drug counselors revealed a lack of awareness about the seriousness and dangers of drugs, and a lack of diversity and expertise in resources to educate them.
 - Augmented reality-based experience: The service utilizes augmented reality (using ARKit, RealityKit, etc. provided by Apple, among others) to provide users with a realistic and sensory experience of drug addiction.
 - Additional education: Provide information and educational materials to increase user knowledge and awareness, and offer additional features such as before-and-after AR face changes and real-life stories of drug addicts to help prevent addiction.
 - Interactive storytelling: The service uses storytelling to tell the addict's story and engage users in the narrative

<https://dinggiding.github.io/project1>

Jul 2023 ~



Docent

Personalized advertising platform applications using AI






- Independently executed a project from conception to completion.
- Mutual benefit for companies and customers through personalized emotional ad copy.
- "TBWA Senior Lab" conducted a comparison test of ad messages among 5064 men and women, and found that the ad messages were effective in improving overall brand preference.
 - In order to personalize the default ad sentence, utilized GPT-3 to transform the sentence and displayed the optimized ad sentence for the user through an IOS application.
 - Organized users into 54 customer segments. Personalization by using a rating technique (rule based) and storing it in the app's internal DB.
 - Used Firebase Storage to store personalized sentences, Google Analytics to gather user behavior data, Naver Search API to fetch advertising information, and SwiftUI to develop IOS applications.

<https://dinggiding.github.io/project2>




Mar 2022 ~ Dec 2022

Projects









Tools

-  Figma
UI Design
-  Previewed
Mockup Generator
-  Flutter
Cross-platform frameworks
-  SQLite
Flutter plugin for SQLite
-  Provider
State Management Library

Tools

-  R
Data Preprocessing
-  Plotly
Graphing Library
-  JavaScript
Language for using 'Plotly'

Startup Experience

- Jul 2023 - Nov 2023  Leader
 AR Drug Application
A Remedy
- Jan 2022 - Dec 2022  Leader
 Personalized AD word Application
Docent
- Jan 2017 - Aug 2017  Leader
 Home cabbage pickling machine
Autickle
- May 2017 - Mar 2018  Leader
 Social value with ideas
NIC

Honor & Awards

Passed the first round of the 2022 Preliminary Startup Package AI Specialization (Government Supported Project).

May 2022

2022 Innovation Startup School 2nd Phase 1 (Government Supported Project).

Aug 2022

2022-2 Self-Designed Semester Program (Dream Semester Program) Excellence Award.

Dec 2022

2023-1 Learning and Sharing Excellence Team.

Jun 2023

2023 Realistic Media Startup Facilitation Excellence Team.

Aug 2023

2023 Immersive Media Integrated Major Project Competition The Grand Award.

Dec 2023

Patents & Design Patent



Granted Patent

A unit for salting chinese cabbage

Applicant : Seongjae Bae

granted date: 2017.05.29

A unit and method for salting chinese cabbage

Applicant : Seongjae Bae

granted date: 2017.08.03

A unit for salting chinese cabbage

Applicant : Seongjae Bae

granted date: 2017.07.25



Granted Design Patent

Culinary picklers

Applicant : Seongjae Bae

granted date: 2017.09.26

Container for Culinary picklers

Applicant : Seongjae Bae

granted date: 2017.09.26