

Hi, I am Hyunsang.

A user-centric problem solver who constantly asks questions and seeks solutions while keeping in mind the mission & vision of the business. And act upon them.

+ Rich multicultural & international experience, Problem-solving skills & creative thinking,
Strong teamwork & leadership, Flexible communication & presentation skills,
Unwavering commitment to learning new technologies and trends.

Hyunsang Cho

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+82 (0)10 3332 5603

Career History

Devsisters devsisters.com

VR Group Director 2 years 7 months, Sep 2021 – Present, Seoul, Korea

Spearheaded the development of a VR game based on Devsisters' flagship IP, CookieRun, encompassing all aspects of the project, from proposal and team building to production management and partnership with Meta.

- Successfully established the game's direction and created a prototype within six months, despite the company's lack of VR infrastructure.
- Secured a partnership with Meta and oversaw the entire production process, ensuring timely release on the Meta Quest Store.
- The game was selected as a Meta TVC, Quest 3 Launch pop-up showcase, and retail demo game in Japan.
- Effectively managed a cross-functional team to ensure the project's timely completion and adherence to high-quality standards.
- Cultivated strong relationships with key stakeholders, including Meta representatives, to secure necessary resources and support.
- Game trailer: <https://www.youtube.com/watch?v=Dp7JXaZuuTU>

Secta9ine of SPC Group spc.co.kr secta9ine.co.kr

CXO 3 months, June 2021 – September 2021, Seoul, Korea

Served as a CXO at Secta9ine, a company leading SPC Group's digital brand experiences centered on Happy Point app with 20M users. Managed overall user experience for consumer-facing digital channels, drove the development of a new marketing platform for SPC brands utilizing AR technologies, and collaborated with the branding department to create character IPs for Happy Point.

Kakao IX UK kakaocorp.com

Regional Director 2 years 6 months, October 2018 – April 2021, London, UK

Established and led Kakao's first European subsidiary, successfully driving two key objectives: overseas user growth for KakaoTalk, which had reached its saturation point in Korea, and managed the successful European debut of the Kakao Friends character IP.

- Expanded KakaoTalk's global reach by implementing localization strategies and introducing Kakao Friends' online store in Europe.
- Elevated brand awareness and engagement for Kakao Friends through a series of high-impact offline events, including the Kakao Friends debut at Winter Wonderland, Europe's largest winter festival.
- Forged strategic partnerships with leading industry players, including IMG, the world's largest licensing group, to expand Kakao Friends' licensing reach across Europe.

Career History

- Presented Kakao's services and the Kakao Friends brand at major European trade shows, such as Brand Licensing Europe, Maison et Objet, and 100% Design.

Saudi Aramco aramco.com

UX Lead 1 year 6 months, April 2017 – October 2018, Dhahran, Saudi Arabia

Led a comprehensive Digital Transformation project focused on brand and user experience across Aramco, driven by Saudi Arabia's Vision 2030 policy initiatives, including women's driving and Aramco's upcoming IPO.

- Developed and implemented user experience guidelines for Aramco's internal network and community apps.
- Led the creation of a VR app to enhance understanding of the oil refining industry.
- Oversaw the design and launch of a new corporate website.
- Established a digital service infrastructure to support Saudi women in obtaining driving licenses.

AKQA akqa.com

Senior UX Architect 1 year 8 months, June 2015 – February 2017, London, UK

Contributed to and led user experience design for a diverse range of projects, including Nike, Volvo, Barclays, and Virgin.

- Focused on optimizing the onboarding and during-training experiences for Nike Training App, conducting extensive user testing to ensure seamless user journeys.
- Led the development of innovative Nike Running promotional projects, including an app that utilizes Google Street View to create personalized music videos after running sessions and an app that generates music based on running patterns.
- Drove the user experience of Holiday recommendation AI for Virgin Holidays that utilizes IBM's Watson to recommend personalized vacation packages.

Razorfish razorfish.com

Senior UX Architect 1 year 9 months, September 2013 – June 2015, London, UK

Led a small UX team, effectively managing two UX architects and delivering successful projects for clients such as Lloyds Bank, BNP Paribas, Unilever, and McDonald's.

- Overhauled the user experience across McDonald's Europe's entire digital channels, encompassing both campaigns and corporate social responsibility initiatives.

Cheil UK cheil.uk

Senior Interaction Designer 9 months, December 2012 – August 2013, London, UK

- Managed the UX design of interactive kiosks for Samsung's new product launches, ensuring seamless user experiences across various retail locations in the UK.
- Revamped the UX of Samsung Europe's website, enhancing navigation and search.
- Successfully pitched and won a storytelling project for Saudi Aramco.

Native Design native.com

Senior Interaction Designer 8 months, April 2012 – November 2012, London, UK

- Led UX design projects for Samsung and HP, focusing on innovative user experiences for future products based on their new technologies.

Career History

EY-Seren ey-seren.com

Design Consultant 2 years 2 months, February 2010 – March 2012, London, UK

Freelancer while studying in the UK

EY-Seren, Seeper, Clay Interactive 3 years 9 months, May 2006 – February 2010

Vinyl vinylc.com

Interaction Designer 8 months, October 2005 – May 2006, Seoul, South Korea

D'strict dstrict.com

Interaction Designer 1 year 6 months, April 2004 – September 2005, Seoul, South Korea

NHN Corp. nhncorp.com

Junior Designer 1 year 6 months, October 2002 – April 2004, Seoul, South Korea

Education

Goldsmiths, University of London, UK

MFA Computational Studio Arts, 2009 – 2011, Pass with Merit

Central Saint Martins College of Art and Design, London, UK

BA Hons Graphic Design, Interaction Design pathway, 2007 – 2009, 1st Class Honours

Hongik University, South Korea

Bachelor of Arts (BA) in Visual Arts (incomplete), 2001 – 2002

Language

Korean Native

English Full Professional Proficiency

Fine Art Practice

In addition to my professional career, I have been actively involved in fine art, focusing on kinetic sculpture for many years. My key achievements include exhibitions at public galleries such as the Saatchi Gallery, Tate Britain, and the V&A, works in the Saatchi Gallery and private collections, and exhibitions at numerous private galleries. Some of the sculptures I have created focus on interaction with the viewer through the use of various sensors and servomotors. My work can be viewed at ronincho.com.

Portfolio: hyunsangcho.com

Thank You

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