

Hyunsang Cho

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AI Product & Experience Lead

Product and design leader with over 15 years of experience across the UK, Korea, and Saudi Arabia. Enterprise AI platforms, VR, consumer products — I have built the teams, shipped the products, and run the organizations. Currently building Raymind.AI, an independent product studio where I make and ship my own products.

NOW

2025 — Present
Seoul

Raymind.AI

Founder

An independent product studio building consumer apps, developer tools, and AI engines. memory.wiki, pastlife.app, jolong.ai, screenstyler.ai, and ddalggak.ai are live, with more in development.

EXPERIENCE

Apr 2025 — Apr 2026
Riyadh, KSA

Humain

AI Product & Experience Lead

Set up the product and experience organization for Humain OS, Saudi Arabia's national AI project. Defined platform direction, governance, and operating model from scratch.

- Set the product vision and roadmap across the AI platform
- Designed governance and review processes that scaled with the program
- Led expansion into wearable, ambient, and voice AI experiences
- Introduced AI tools into research, design, and documentation workflows
- Defined how product, engineering, and leadership teams worked together

Sep 2021 — Aug 2024
Seoul, Korea

Devsisters

Group Director

Led the end-to-end creation of a VR title on the CookieRun IP. Assembled the team, secured the Meta platform partnership, and shipped to Quest Store.

- Built a VR product team inside a company with no prior XR experience
- Negotiated and closed a strategic platform partnership with Meta
- Led product, engineering, art, and marketing as a single integrated team
- Shipped a title featured in Meta's own platform promotions and retail showcases

Oct 2018 — Apr 2021
London, UK

Kakao IX UK

Regional Director

Started and ran Kakao's first European office in London. Led the European business for KakaoTalk and Kakao Friends IP.

- Built the London office from scratch — legal entity, team, operations
- Closed licensing and retail deals in the UK, France, and other European markets
- Partnered with IMG to expand IP reach globally
- Represented the company at Brand Licensing Europe and industry events

Apr 2017 — Oct 2018
Dhahran, KSA

Saudi Aramco

UX Lead

Created the UX standards used across Aramco's digital systems, ahead of the world's largest IPO (2019). Built VR for industrial training.

- Created UX guidelines applied across all corporate digital services
- Built VR applications for industrial safety training
- Designed digital services aligned with Saudi national policy changes
- Contributed to modernizing Aramco's digital systems during IPO preparation

Jun 2015 — Feb 2017
London, UK

AKQA

Senior UX Architect

Led UX for Nike (NRC, NTC), Volvo (global web), Barclays (mortgage), and Virgin Atlantic (booking). Built AI recommendation and personalization systems.

Sep 2013 — Jun 2015
London, UK

Razorfish

Senior UX Architect

Led UX on multi-market digital programs for financial and consumer brands. Ran UX teams across markets.

EARLIER EXPERIENCE

Cheil UK

Senior Interaction Designer, Dec 2012 — Aug 2013, London

Native Design

Senior Interaction Designer, Apr 2012 — Nov 2012, London

EY-Seren

Design Consultant, Feb 2010 — Mar 2012, London

Vinyl

Interaction Designer, Oct 2005 — May 2006, Seoul

D'strict

Interaction Designer, Apr 2004 — Sep 2005, Seoul

NHN Corp.

Junior Designer, Oct 2002 — Apr 2004, Seoul

CORE EXPERTISE

Product & Strategy

AI product strategy, platform development, taking products from zero to launch

Experience & Design

Human-AI interaction, VR/AR and wearable experiences, design systems

Leadership & Scale

Cross-functional leadership, national-scale digital programs, international expansion

EDUCATION

Goldsmiths, University of London, UK

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

Central Saint Martins, University of the Arts London, UK

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

Hongik University, South Korea

Visual Arts (incomplete), 2001 — 2002

LANGUAGE

Korean

Native

English

Full Professional Proficiency