

Seungyup Lee

PERSONAL DETAILS

Name: Seungyup Lee
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Date of Birth: Nov 12, 1984
Nationality: South Korea
Marital Status: Married 1 child
Gender: Male

RESEARCH & WORKING INTERESTS

- ⊙ Human-centered experience design
- ⊙ Cross-device interaction techniques
- ⊙ Intelligent system design and development
- ⊙ Multimodal interaction technique design, development, and evaluation.
- ⊙ Cognitive effects of new technology on user.
- ⊙ Technology transfer

WORK EXPERIENCE

Mar. 2020 – Current Experience Strategy Part,
Next Generation Experience Planning Team, CX Office
IT & Mobile Communication Division,
Samsung Electronics, Seoul, South Korea
Experience Planner, Strategic Analyst, and Project Lead for Next
Generation Productivity (2020), Cross-Galaxy Experience (2021),
New Reality Experience (Metaverse & NFT, 2022)

Jan. 2019 – Mar. 2020 Strategy & MDE Part, AI PM Group, AI Team, Dev. Office
IT & Mobile Communication Division,
Samsung Electronics, Suwon, South Korea
Product Manager for designing cross-device experience using
Bixby and Strategic Analyst for planning strategic directions for
Samsung Bixby

Sep. 2017 – Jan. 2019 Samsung Keyboard Part, AI Strategy Group, AI Team, Dev. Office
IT & Mobile Communication Division,
Samsung Electronics, Suwon, South Korea
Data Researcher and Strategic Analyst for Samsung Keyboard

Jan. 2010 – Jan. 2011 Product Strategy Group, Product Strategy Team,
IT & Mobile Communication Division,
Samsung Electronics, Suwon, South Korea
Product Planner

EDUCATION

Mar. 2011 – Sep. 2017 Ph.D., School of Integrated Technology, **Yonsei University**,
85 Songdo-Gwahak-ro, Yeonsu-gu, Incheon, South Korea

Thesis: "Threaded Interaction Model: A Conceptual Framework as a Design Tool for Interactive Systems and Content"

Mar. 2003 – Feb. 2010 B.E., Mechanical Engineering, **Yonsei University**, 50 Yonsei-ro, Seodaemun-gu, Seoul, South Korea

TEACHING EXPERIENCE

Fall 2014 Convergence and Innovation, TA
Spring 2014 Hardware Project, TA
Fall 2011 Advanced Engineering Mathematics, TA
Spring 2011 Physics, TA

AWARD

Dec. 2009 Top Excellence Award, The third Digital Da Vinci Award, Yonsei University X Samsung Cooperate Design Center ([pdf](#))
Apr. 2010 Excellence Award, In-company Idea Contest for Bada Open Platform, Samsung Electronics ([pdf](#))
May 2015 Excellence Award, Creative ICT Convergence Korea 2015, Ministry of Science, ICT and Future Planning, Republic of Korea ([pdf](#))

SCHOLARSHIP

Mar. 2011 – Aug. 2017 Full graduate scholarship by IT Consilience Creative Program (NIPA-2014-H0201-14-1002), National IT Industry Promotion Agency (NIPA), Ministry of Science, ICT and Future Planning (MSIP), Republic of Korea
-This scholarship is awarded to those enrolled in this particular academic program and acceptance into this program was offered to only 10 % of the total applicants

PUBLICATIONS

International Journal Publication:

- ⊙ **Lee, S.**; Baek, J.; Han, G., "Effects of using Second-Screen Application on Attention, Learning, and User Experience in Educational Content" *published in Interactive Learning Environments* **2017**. ([pdf](#))
- ⊙ **Lee, S.**; Yoo, J.; Han, G., "Gaze-Assisted User Intention Prediction for Initial Delay Reduction in Web Video Access." *Sensors* **2015**, 15, pp.14679-14700. ([pdf](#))

International Conference Proceedings:

- ⊙ **Lee, S.**; Yoo, J.; Han, G., "A Second Screen Web Service Framework based on Multimedia Package Distribution," *Proceedings of IEEE International Conference on Consumer Electronics (ICCE)*, 2015, pp.42, 45, 9-12 Jan. **2015**. ([pdf](#) and [demo video](#))
- ⊙ **Lee, S.**; Yoo J.; Ju D.Y., "Data Preloading Technique using Intention Prediction." In: *Human-Computer Interaction. Applications and Services. Lecture Notes in Computer Science*, Springer International Publishing, **2014**, 8512, pp.32-41. ([pdf](#))

- ⊙ Yoo J.; Lee, S.; Ahn, C., "Air Hook: Data Preloading User Interfaces." *Proceedings of IEEE International Conference on ICT Convergence (ICTC)*, **2012**, pp.163-167. ([pdf](#))

Oral Presentation:

- ⊙ Lee, S.; Yoo, J.; Han, G., "A Second Screen Web Service Framework based on Multimedia Package Distribution," in *IEEE International Conference on Consumer Electronics (ICCE)*, Las Vegas, NV, USA, **2015**.
- ⊙ Lee, S.; Yoo J.; Ju D.Y., "Data Preloading Technique using Intention Prediction." in *Human Computer Interaction International*, Creta, Greece, **2014**.
- ⊙ Yoo J.; Lee, S.; Ahn, C., "Air Hook: Data Preloading User Interfaces." in *IEEE International Conference on ICT Convergence (ICTC)*, Jeju Island, South Korea, **2012**.

PATENTS

Technology Transfer:

- ⊙ Method and system for providing contents complex to multiple terminals. Korean Patent 10-1335590. **Transferred to mid-sized company.**
- ⊙ Contents complex providing server for a plurality of terminals. Korean Patent 10-1429174. **Transferred to mid-sized company.**
- ⊙ Contents complex providing server. Korean Patent 10-1429171. **Transferred to mid-sized company.**

U.S. Patents & PCT:

- ⊙ Electronic device and method for providing user interface, U.S. Patent Application, US/22/137,811, May 2022, **Filed.**
- ⊙ Electronic device, external electronic device, and method for controlling external electronic device by using electronic device, U.S. Patent Application, US/22/6,894, Jan 2022, **Filed.**
- ⊙ Electronic device including display device including touch sensor, U.S. Patent Application 20/341,629, April 2020, **Filed.**
- ⊙ Electronic device and method for recommending word in same, U.S. Patent Application 20/257,377, February 2020, **Filed.**
- ⊙ Electronic device and multitasking supporting method thereof, U.S. Patent Application 20/310,752, March 2019, **Filed.**
- ⊙ Electronic cigarette, data processing apparatus, method for measuring smoking amount and smoking management system employing the same, U.S. Patent Application 15/211,282 July 2016, **Filed.**
- ⊙ Method for increasing GUI response speed of user device through data preloading and, said user device. U.S. Patent 9,886,177, February 2018. **Issued.**
- ⊙ Content complex providing server for a group of terminals. U.S. Patent 9,930,094, March 2018. **Issued.**

Korean Patents:

- ⊙ Electronic device including display device including touch sensor, Korean Patent Application 10-2019-49246, April 2019, **Filed.**
- ⊙ Electronic device and multitasking supporting method thereof, Korean Patent Application, 10-2019-33362, March 2019, **Filed.**
- ⊙ Electronic device and method for recommending word in same, Korean Patent Application, 10-2019-15704, February 2019, **Filed.**
- ⊙ Electronic device, external electronic device and method for controlling the external electronic device using the electronic device, Korean Patent Application, 10-2018120623, **Filed.**

- ⊙ Apparatus and method of providing additional function and feedback to other apparatus by using information of multiple sensors, Korean Patent, 10-1898162, October 2018, **Issued.**
- ⊙ Apparatus and method of controlling input of stylus pen having virtual 3D profile, Korean Patent 10-1727853, April 2017, **Issued.**
- ⊙ Apparatus and method for providing virtual keyboard, Korean Patent, 10-1749833, June 2017, **Issued.**
- ⊙ Pre-loaded data management method and terminal device thereof. Korean Patent 10-1639993, July 2016. **Issued.**
- ⊙ Data pre-load management method and terminal device thereof. Korean Patent 10-1639993. **Issued.**
- ⊙ Apparatus and method for preload using probability model. Korean Patent 10-1485907. **Issued.**
- ⊙ Contents complex providing terminal. Korean Patent 10-1584050, January 2016. **Issued.**
- ⊙ User device which enhanced response speed and response speed enhancing method using data pre-load. Korean Patent 10-1372484, March 2014. **Issued.**
- ⊙ Apparatus and method for providing graphical user interface. Korean Patent 10-1533039, June 2015. **Issued.**
- ⊙ Device for providing information related to contents being played by display device, server and method thereof. Korean Patent 10-1487187, January 2015. **Issued.**
- ⊙ Response speed enhancing method using data pre-load and terminal device thereof. Korean Patent 10-1414237, June 2014. **Issued.**
- ⊙ Sticker interface method and sticker interface system. Korean Patent 10-1442140, September 2014. **Issued.**
- ⊙ Power transfer and sharing apparatus for mobile devices. Korean Patent 10-1390402, April 2014. **Issued.**
- ⊙ Gloves based interface apparatus, and haptic system and method using the same. Korean Patent 10-1350776, January 2014. **Issued.**
- ⊙ Sleep and activation apparatus and method of touchscreen device using mobile terminal. Korean Patent 10-1330801, November 2013. **Issued.**
- ⊙ System and method for providing usability among touch-screen devices. Korean Patent 10-1426942, July 2014. **Issued.**
- ⊙ Portable touch screen device with function of providing service. Korean Patent 10-1026868, March 2011. **Issued.**
- ⊙ Workbook. Korean Patent 10-0499811, June 2005. **Issued.**

ADDITIONAL INFORMATION

Technical Skills:

- ⊙ Expertise in qualitative and quantitative UX research.
- ⊙ Expertise in design and evaluation of empirical studies.
- ⊙ Expertise in MATLAB, R, and SPSS for statistical and numerical analysis.
- ⊙ Expertise in iOS application development based on Swift.
- ⊙ Expertise in Final Cut Pro, Adobe Illustrator, After Effect, Sketch, and Keynote for fast prototyping.
- ⊙ Experience with implementation of web-application based on HTML/JavaScript.

Languages:

- ⊙ Korean: Mother tongue.
- ⊙ English: Advanced in oral, reading, and writing.

⊙ Japanese: Intermediate in oral.

REFERENCES

Name: Vice President/Ph.D. Ji Soo Yi
Institution: IM Division, **Samsung Electronics**
Mobile: (+82)10-4965-2838
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Name: Gihyun Seo
Institution: Principal Designer, **Samsung Electronics**
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Name: Professor Dr. Gunhee Han
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Name: Senior Vice President/Ph.D. Chieteuk Ahn
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