

Seunghun Matthew Nam

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EDUCATION	Carnegie Mellon University , Pittsburgh, PA, USA	Aug. 2015-May 2022
	• Bachelor of Design (BDes), Environments & Digital Systems Design, GPA: 3.80/4.00 • Minor, Social Decision Science, GPA: 3.70/4.00	

	KAIST , Daejeon, South Korea	Aug. 2018-Dec. 2018
	• Industrial Design Exchange Program, Department of Industrial Design	

EXPERIENCE	Korea Institute of Green Climate Technology (KGCT) , Seoul, Korea	2025-2026
	<i>Researcher, Strategic Planning Team (1 yr 3 mos)</i> • Project lead for the ZEB / G-SEED certification registry system; front-loaded mastery of the certification process to close the domain-knowledge gap that typically drives rework, then ran automated AI-Figma rapid prototyping as the core delivery methodology • Proposed an AI-based Energy-as-a-Service (EaaS) business model and integration framework for industrial complexes; structured the reference architecture from high-precision physical telemetry to AI-driven optimization engines to resolve multi-stakeholder operating requirements • Owned all client-facing marketing content across the institute, including website renewal, product and service introduction decks, corporate profile and social media articles	

	DND Lab , Seoul, Korea	2023-2024
	<i>UI/UX Designer (1 yr 4 mos)</i> • Led design and digital content production for major Samsung.com campaign launches (Galaxy Campus S24, Online Class, Pet Store), delivering web and multimedia content for a global consumer brand • Analyzed client briefs and existing content archives to build differentiated, audience-focused content solutions under tight editorial deadlines • Managed and published 20+ PC and mobile content updates weekly across multiple channels while holding brand consistency and editorial quality	

ACTIVITIES	Dynamic Energy Monitoring Software Interface , Seoul, Korea	Personal Project
	<i>Designer & Developer</i> • Built a working prototype in which a user describes a dashboard in natural language, a frontier LLM returns a schema-validated dashboard spec, and the spec renders against simulated streaming data • Authored a SAREF4ENER-based energy ontology as a semantic contract, binding every AI-generated panel to a real ontology term and data point before render and eliminating hallucinated bindings in the UI	

	Data-Driven Content Generation Methodology [Grok Imagine] , Seoul, Korea	Personal Project
	<i>Designer & Developer</i> • Built an AI workflow for marketing content generation that runs as controlled experiments – change one known input, keep every result – instead of regenerating at random until something looks right • Lets marketing teams and content creators see which inputs (existing marketing data, newly ingested data, prompt wording) change the output, so a good result can be repeated, not rediscovered	

SKILLS	Language Native in English, Fluent in Korean
	Technical Skills Python, JavaScript / HTML / CSS, Arduino (C++); LLM application prototyping via API Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD, After Effects, Substance Painter) 3D / CAD (Rhino, Grasshopper, Blender, 3ds Max, Maya, Cinema 4D, ZBrush)
	Computer Skills Proficient in Microsoft Office (Excel, PowerPoint, Word), Keynote
	AI Tools Claude (coding, design, deep research), Gemini, ChatGPT / Codex, Z.ai, Figure Labs, Cursor