

# Seongtaek Lim

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## WORK EXPERIENCE

### ADOBE, INC. | SOFTWARE ENGINEER V

Sep 2019 – Present | San Jose, CA

- Web-Based AI-Generated Image & Video App (Firefly.com) – Currently focusing on developing video generation tools for an AI-powered web application.
- Generative AI Data Platform (Firefly Data Platform) – Led the development of an internal image data visualization tool to support training datasets for generative AI models.
- AI-Powered Mobile Camera Application (Emerging Product Group) – Worked as a user analytics engineer and quantitative UX researcher, collecting and analyzing user interaction data.

### PROPUBLICA | RESEARCH FELLOW

Jun 2016 – Aug 2016 | New York, NY

- Developed a browser extension to visualize hidden A/B testing in online journalism, which was featured in ProPublica's third episode of the Breaking the Black Box series.

### FX PAL | INTERN RESEARCHER

May 2014 – Aug 2014 | Palo Alto, CA

- Conducted topic modeling of dynamic temporal ranges of documents using LDA and developed a data visualization tool for exploratory analysis, with the work published in ACM conferences CSCW '15 and IUI '16.

### KAIST INSTITUTE | MILITARY SERVICE EXEMPTED RESEARCHER

Mar 2009 – Mar 2012 | Daejeon, South Korea

- Conducted research on social computing and human-computer interaction (HCI), with findings published in the international journals IJHCS and CHB.

## SELECTED PUBLICATIONS

Chen, F., Chiu, P., & Lim, S.. (2016). Topic Modeling of Document Metadata for Visualizing Collaborations over Time. In Proceedings of the 21st International Conference on Intelligent User Interfaces (IUI '16). ACM.

Coetzee, D., Lim, S., Fox, A., Hartmann, B., & Hearst, M. A. (2015). Structuring interactions for large-scale synchronous peer learning. In Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW '15). ACM.

Lim, S., Cha, S. Y., Park, C., Lee, I., & Kim, J. (2012). Getting closer and experiencing together: Antecedents and consequences of psychological distance in social media-enhanced real-time streaming video. *Computers in Human Behavior*, 28(4), 1365-1378.

Lim, S., Cha, S. Y., Park, C., Lee, I., & Kim, J. (2011). Idioculture in crowd computing: A focus on group interaction in an event-driven social media system. *International Journal of Human-Computer Studies*, 69(10), 632-646.

## EDUCATION

### CORNELL UNIVERSITY

PHD IN INFORMATION SCIENCE WITH MINORS IN COMPUTER SCIENCE

Aug 2016 - Aug 2019 | New York, NY

### UC BERKELEY

PHD STUDENT IN SCHOOL OF INFORMATION

- TRANSFERRED OUT

Aug 2012 - Aug 2016 | Berkeley, CA

### YONSEI UNIVERSITY

MS IN COGNITIVE ENGINEERING, HUMAN-COMPUTER INTERACTION  
Mar 2007 - Feb 2009 | Seoul, South Korea

### YONSEI UNIVERSITY

BS IN COMPUTER SCIENCE

Mar 2003 - Feb 2007 | Seoul, South Korea

## SKILLS

### PROGRAMMING

5+ years:

Python / JavaScript / TypeScript

3+ years:

Java / C/C++ / SQL / NoSQL

### TOOLS & LIBRARIES

React / Lit

Django / Flask

Pandas / Numpy

R / D3.js / Plotly

PostgreSQL / MongoDB

Nginx

### TECHNIQUES

Web Development / Data Visualization

Frontend/Backend Development

Statistical Analysis / Machine Learning

## AWARDS

### GOOGLE

RESEARCH GRANT

Social Interactions Focused Program  
2012