

JAEYOUNG PARK

Master's degree student

Hello :)

Media industry is a combination of
Art & Technology and Social & Financial values.

I want to be a two-handed expert who can understand every vertex of this field



INTEREST

- ▶ **RESEARCH INTEREST**
 - # Emerging_Media
 - # Entertainment_Industry
 - # Super_IP # Game
 - # Digital_Alienation
- ▶ **DIRECTION**
 - # Ambidextrous
 - # Human_Centric
 - # Fun

EDUCATION

- ▶ **KOREA UNIVERSITY** 2017.03-2021.02
 - School of Media and Communication
 - Bachelor of Arts in Media and Communication
 - Department of Psychology
 - Bachelor of Arts in Psychology
 - Cumulative GPA: 4.3 / 4.5
- ▶ **Attending Master's degree course in College of Media and Communication** 2021.03 ~

SKILLS

- ▶ **LANGUAGE**
 - Both Academic and Business English
- ▶ **DATA ANALYSIS**
 - **Basic Level Python**
 - Tableau Desktop & Prep
 - UCINET
- ▶ **DESIGN & VIDEO EDITING TOOLS**
 - Photoshop
 - Illustrator
 - XD
 - Premier Pro
 - After Effect
 - Procreate

AWARD

- ▶ **Smart Media Service Research Center 2020 IDEATHON**
 - Netflix's Korean original vs. universal original from U.S.
 - 2nd Place
- ▶ **Smart Media Service Research Center 2021 IDEATHON**
 - Neurotechnology and Webtoon super IP
 - 1st Place



EXPERIENCE



ACADEMIC

PAPER

- ▶ Jaeyoung Park, Seongscheol Kim (2021). *1st author*
A Case Study on Business Models of Cloud Gaming Services in Korea. 한국통신학회논문지, 46(11), 2000-2012.

BOOK CHAPTER

- ▶ 미디어 루키스, 캘리포니아에서 미래를 보다, *Co-author*
나남, 2021, pp.249-270.

CONFERENCE

- ▶ **Undergraduate Research Assistant** 2020.01 -
Determinants of performance in live streaming commerce
- ▶ **2020년 한국정보사회학회·한국미디어경영학회** 2020.08.14
상반기 정기학술대회
Determinants of performance in live streaming commerce
- ▶ **2021년도 한국통신학회 동계종합학술발표회** 2021.02.23
A Case study on business models of cloud gaming services in Korea
- ▶ **2021년도 한국통신학회 동계종합학술발표회** 2021.02.23
Factors influencing Internet search volume of OTT services in Korea
- ▶ **International Telecommunications Society** 2021.06.22
23rd Biennial Conference
Netflix's Korean original vs. universal original from U.S.

- ▶ **KU STUDENT INSIGHT Vol.1** 2021.06.23
Why do I choose Korea University as a graduate school?

- ▶ **Information and Communication Technology** 2021.10.15
Colloquium
A Study on Webtoon Super IP Strategies Using Neurotechnology Focusing on the Webtoon based series 'Itaewon Class'

- ▶ **SNACK WITH MENTORS** 2021.10.27
A Study on Webtoon Super IP Strategies Using Neurotechnology Focusing on the Webtoon based series 'Itaewon Class'

- ▶ **KU STUDENT INSIGHT Vol.2** 2021.12.27
Host the meeting with alumni

PROJECTS

PUBLIC FUNDED

- ▶ **지능정보기술의 영향과 사회적 대응 과제** 2019.09-
Research Assistant
한국연구재단 한국사회과학연구지원(SSK) 사업 대형단계
- ▶ **스마트미디어 서비스 혁신과 발전을 위한 융합연구** 2021.01-
Research Assistant
한국연구재단 한국사회과학연구지원(SSK) 사업 대형단계
- ▶ **4단계 BK21 미디어학교육연구단 국고지원** 2021.03-
Research Assistant
한국연구재단 한국사회과학연구지원(SSK) 사업 대형단계

INDUSTRY

- ▶ **[SKT] OTT 시장의 주요 동향과 대응전략 연구** 2020.07-2021.07
Researcher
Develop framework, collect data and analyze data related to OTT to suggest insights
- ▶ **[SKT] 디지털 플랫폼이 주도하는 ICT 생태계의 변화 연구** 2021.07-2022.08
Researcher
Develop framework, collect data and analyze to suggest solutions for SKT, a network provider, conflicting with platforms

OTHER

- ▶ **[한국방송통신전파진흥원] 방송 미디어 산업 활성화 계획 수립** 2021.10-2021.12
Researcher
Side effects of media services
- ▶ **[삼성전자] 스마트홈 IoT 서비스 활성화 전략** 2022.01-2022.02
Researcher
Define the target market, needs and product of Samsung Electronics' IoT service

S E R V I C E _ Design

- ▶ **BK + SSRC DESIGN SUPPORT** 2020.03-2020.06
Draw the first draft of tables and images of BK and SSRC applications
- ▶ **WEBPAGE DESIGN** 2021.01-2021.03
Design the SUITE webpage and Digital Platform Research Center webpage with Ha
- ▶ **LOGO DESIGN** 2021.01-2021.03
Design the logo for Smart Service Research Center
- ▶ **POSTER DESIGN** 2021.01-2021.12
Create the posters for webinars

CONTACT

- E-mail: pjyw@naver.com
- Instagram: @durruduru
- Phone: 010-2618-2353
- Pinterest: https://pin.it/1PTukW6

MEDIA INDUSTRY

