

JIWOO SEO

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EDUCATION

Florida State University (FSU) Ph.D. in Information	Tallahassee, United States Jun. 2025 – Present
Chung-Ang University (CAU) MBA in Management Information Systems <ul style="list-style-type: none">Top of the Class (Spring & Fall 2023)	Seoul, Korea Mar. 2023 – Aug. 2025
Korea Advanced Institute of Science and Technology (KAIST) M.Eng. in Computing (Concentration: Web Science and Technology) <ul style="list-style-type: none">Short Thesis: "Verification and Improvement of Ontology Model for Cultural Heritage Management"Exchange Student: University of Troyes (UTT), France	Daejeon, Korea Mar. 2014 – Feb. 2016 Jan. 2015 – Jun. 2015
Ewha Womans^[sic] University B.A. in Library & Information Science (minor: Computer Engineering) <ul style="list-style-type: none">Dean's List (Spring & Fall 2011)Exchange Student: Nanyang Technological University (NTU), Singapore	Seoul, Korea Mar. 2008 – Aug. 2013 Jul. 2012 – Dec. 2012

RESEARCH INTERESTS

Human-AI Collaboration, Ontology, AI Literacy, Natural Language Processing (NLP), Digital Humanities

RESEARCH EXPERIENCE

School of Information, FSU <i>Graduate Research Assistant (supervisor: Qunfang Wu)</i> <i>Project: "Human-centered AI & Civic Participation"</i> <ul style="list-style-type: none">Facilitate community-centered co-design sessions to investigate human-AI collaboration in local government planning processes.Analyze qualitative user data to evaluate LLM-based civic tools, aiming to empower residents' decision-making and foster AI literacy.	Tallahassee, United States <i>May. 2026 – Jul. 2026</i>
The Korea University & College Library Association <i>Researcher, AI Specialist Librarian (Affiliated with CAU Central Library)</i> <i>Project: "Research on University Library Digital Literacy Curriculum Development"</i> <ul style="list-style-type: none">Developed standard AI literacy curricula, including "How to utilize Generative AI", "Introduction to Data Analysis Using Python", and "How to Write a thesis in Science and Engineering".Co-authored a research report and a Korean journal paper with team members; received an award	Remote <i>Apr. 2024 – Oct. 2024</i>
Culture Technology Institute, KAIST <i>Master Student Researcher (advisor: Jungwha Kim)</i> <i>Project: "K-Culture Time Machine"</i> <ul style="list-style-type: none">Revised and validated an ontology-based Korean Culture Heritage Data Model (KCHDM) to manage cultural heritage databases.Integrated and enhanced metadata of the Cultural Heritage Administration, Encyclopedia of Korean Culture, and the National Museum of Korea's 'E-museum' into the KCHDM.	Daejeon, Korea <i>Dec. 2014 – Feb. 2016</i>

- Applied KCHDM to an AR-based mobile app describing historical locations through temporal and spatial contexts; registered KCHDM as a standard with the Telecommunications Technology Association (TTAK.KO-10.0850).
- Authored a master's short thesis detailing KCHDM model development.

Semantic Web Research Center, KAIST

Master Student Researcher (advisor: Key-Sun Choi)

Daejeon, Korea

Mar. 2014 – Dec. 2014

Project 1: "Exobrain – Korean NLP2RDF"

- Built an ontology-based Korean NLP2RDF framework to convert Wikipedia info-box data into Resource Description Framework (RDF) triple format.
- Combined morphological analysis, phrase syntax information, Named Entity Recognition (NER), and dependency structures to the framework, aligned with the international standard NLP Interchange Format (NIF).
- Resolved functional issues in the Korean NLP2RDF framework, specifically addressing the need for word segments due to the unique morphological characteristics of the Korean language.
- Published conference papers; registered a patent in Korea and the U.S. under the PCT.

Project 2: "LOD (Linked Open Data) 2 – Korean DBpedia"

- Researched "Question & Answering (QA)" and "Knowledge-based" systems, such as ontology mapping to integrate DBpedia with FrameNet, considering DBpedia's hierarchical structures and FrameNet's semantic frame structures.
- Managed the LOD2 Korean DBpedia project, publishing conference papers and establishing a standard format to convert unstructured text into structured RDF triples.

TEACHING EXPERIENCE

School of Information, FSU

Graduate Teaching Assistant

Tallahassee, United States

Aug. 2025 – May. 2026

- Support and graded course assessments for LIS2780: Database Concepts (Spring 2026)
LIS4910: IT Project, LIS4369: Extensible Enterprise Solution (Fall 2025)

Central Library, CAU

Engineering/AI Specialist Librarian

Seoul, Korea

Jun. 2021 – Apr. 2025

"How to Use Generative AI Chatbot"

Apr. 2024 – Apr. 2025

- Teach AI history, NLP basics, AI language model features, AI Ethics, and Generative AI platforms, including ChatGPT, Bing Copilot, Gemini, and Clova X.

"How to Write a Thesis in Science and Engineering"

Mar. 2022 – Apr. 2025

- Teach thesis vs. journal papers, research ethics, and the academic paper writing process from ideation to conclusion.

"Academic Database Utilization"

Jun. 2021 – Apr. 2025

- Teach scholarly paper search and database utilization skills, including Web of Science and Scopus.

PUBLICATIONS

JOURNALS

Jung, J.H., Lee, J.W. & Seo, J.-W. (2025). A Research on the Development of a Digital Literacy Curriculum for University Libraries. *Journal of Korean Library and Information Science Society*, 56(2), 275-295. <https://doi.org/10.16981/kliss.56.2.202506.275>

Seo, J. (2023). Education and Cases of Generative AI Utilization Chung-Ang University, *Journal of Korean Medical Library Association*, 50 (1_2), 65-73. https://doi.org/10.69528/jkmla.2023.50.1_2.65

BOOK CHAPTERS

Seo, J. (2024). A Librarian's Case Study of Generative AI in Libraries, *Yearbook of University Library Association*. The Korea University & College Library Association.

Seo, J. (2023). Chung-Ang University Generative AI Use Education and Cases, *Yearbook of University Library Association*. The Korea University & College Library Association.

CONFERENCES

Seo, J. (2026). Beyond Automation: Why Human Experts Volunteer in Biomedical Ontology Communities in the Generative AI Era, *ASIS&T Information Science Summit & Special Libraries Conference, USA*. (Poster)

Hahm, Y.G., **Seo, J.**, Hwang, D., & Choi, K.-S. (2014). DBpedia Ontology Population Coverage Enhancement with FrameNet, *Proceedings of the 26th Annual Conference on Human and Cognitive Language Technology (HCLT), Korea*, 32-37. (**Best Paper**)

Seo, J., Hahm, Y.G. & Choi, K.-S. (2014). Semantic-Frame Granularity Refinement for QA system, *The 41st Korean Computer Congress Winter Conference, Korea*, 459-461. (Poster)

Seo, J., Won, Y., Kim, J., Hahm, Y.G., & Choi, K.-S. (2014). NIF Application for Korean Natural Language Processing, *Proceedings of the 26th Annual Conference on HCLT, Korea*, 167-172. (Poster)

Won, Y., **Seo, J.**, Kim, J., & Hahm, Y.G., & Choi, K.-S. (2014). Korean NLP2RDF Framework, *Proceedings of the 26th Annual Conference on HCLT, Korea*, 215-220. (Poster)

Hahm, Y., Kim, Y., Won, Y., Woo, J., **Seo, J.**, Park, S., Hwang, D., & Choi, K.-S. (2014). Toward Matching the Relation Instantiation from DBpedia Ontology to Wikipedia Text: Fusing FrameNet to Korean, *SEM 2014: Proceedings of the 10th International Conference on Semantic Systems, Germany*, 13-19.
<https://doi.org/10.1145/2660517.2660534>

PRESENTATIONS

"Information Literacy for GenAI academic search", *Generative AI and Academic Search Workshop, ACM SIGIR Conference on Human Information Interaction and Retrieval (CHIIR), USA*, Mar. 2026.

"Education and Cases of Academic Information Use at Chung-Ang University", *Seminar on Using RISS and University Licenses, Korea*, Mar. 2024.

"Education and Cases of Generative AI Use at Chung-Ang University", *University Library Practitioner Seminar*, Nov. 2023.

"Education and Cases of Generative AI Use at Chung-Ang University", *University Korean Medical Library Association Fall Academic Conference, Korea*, Oct. 2023.

"Cases of Generative AI Application at Chung-Ang University", *Practitioner Workshop for Private University Library Association, Korea*, Jul. 2023.

PATENTS

Seo, J., & Chae, J. (2022). *Speech Recognition of Named Entities with Word Embeddings to Display Relationship Information* (Patent No. US 11,232,785 B2). LG Electronics.
<https://patents.google.com/patent/US11232785B2>

Chae, J., & **Seo, J.** (2021). *Artificial Intelligence Device Generating Named Entity Table and Method for Same* (Patent No. WO 2021/040105 A1 US 2021/0334461 A1). LG Electronics.
<https://patents.google.com/patent/WO2021040105A1/en>

Choi, K.S., Hahm, Y.G., & **Seo, J.W.** (2016). *Knowledge Representation Expansion Method and Apparatus* (Patent No. WO 2016/117920 A1, US 2018/0144049 A1, KR 10-1685053 B1). KAIST.
<https://patents.google.com/patent/WO2016117920A1/en>

HONORS & AWARDS

<i>Conference Scholarship for ASIS&T ISS/SLC 2026, ASIS&T</i>	Apr. 2026
<i>Travel Grant for ACM SIGIR CHIIR 2026, FSU COGS & School of Information</i>	Mar. 2026
<i>School of Information General Development Fund Scholarship, FSU</i>	Fall 2025, Spring 2026
<i>Research Project Award, Korean Council for University Education</i>	Jan. 2025
<i>Academic Excellence Scholarship, CAU</i>	Fall 2023, Fall 2024
<i>Outstanding Progress Award, LG Electronics S/W Training Program</i>	Dec. 2017
<i>Best Paper Award, The 26th Annual Conference on HCLT</i>	Nov. 2014
<i>Korean Government Scholarship (fully funded), KAIST</i>	Mar. 2014 – Feb. 2016
<i>Academic Excellence Scholarship, Ewha Womans University</i>	Fall 2011, Spring 2012

PROFESSIONAL EXPERIENCE

Chung-Ang University

Seoul, Korea

Engineering/AI Specialist Librarian, Central Library

Feb. 2021 – Apr. 2025

- Designed a website guiding generative AI, including guidelines, educational videos, and trends.
- Delivered special lectures in a hybrid format, including “How to Use Generative AI Chatbot”, “How to Write Academic Papers in Science and Engineering”, and “Academic Database Utilization”.
- Led the “CAU ChatGPT Prompt Engineering Competition” and AI-related seminars.
- Organized research performance data, recommended tailored information through the Research Management Information System (RIMS), and analyzed and reported on AI research trends for the College of Engineering and Software faculty.

LG Electronics

Seoul, Korea

Senior Researcher, CTO S/W Center AI Lab

Jul. 2017 – Jul. 2019

Projects: 1) Marriott Hotel Concierge TV Voice Assistant (VA) (English)

Mar. 2019 – Jul. 2019

2) LG WebOS Smart TV VA ‘DeepThinQ’ (Japanese)

Jun. 2018 – Jul. 2019

3) Incheon Airport & PyeongChang Olympic Guide Robot VA (Japanese)

Jan. 2018 – Sep. 2018

4) LG Mobile Voice Assistant ‘Q-Voice’ (Korean)

Jan. 2018 – May. 2018

- Constructed NER models of TV program guides, road navigation, schedule alert functions, etc., for each NLP project in Korean, English, and Japanese.
- Formulated NER rules using regular expressions and trained NER models with the Support Vector Machine (SVM).
- Oversaw NLP projects in communication with native English- and Japanese-speaking researchers.
- Achieved ~99% accuracy in closed tests and ~85% in open domain tests for projects 2) and 3).
- Conducted Quality Assurance (QA) testing before product launches and resolved post-launch customer issues.
- Registered patents in South Korea, the U.S., and under PCT for unifying and improving NLP models.

Lotte Innovate

Seoul, Korea

Researcher, IT lab & Lotte Group AI TFT - “Lotte IBM AI Consulting”

Jun. 2016 – Jun. 2017

- Implemented a pilot hotel concierge chatbot guiding room services, hotel facilities, etc., using IBM Watson APIs such as Conversation and Visual Recognition; completed the IBM Watson Hackathon.
- Designed an AI-based trend prediction system architecture, ‘Lotte Confectionery Intelligence Advisor (LCIA)’ for new product development using IBM Watson Explorer, and systemized requirements by communicating with LC marketers.
- Applied social media text mining/analysis models to predict future food trends when categorizing product properties.

- Contributed to transforming the new product development process from a top-down to a big data-driven approach, improving decision-making efficiency.
- Co-developed an AI-based shopping advisor chatbot 'Lotte Shopping Advisor (LOSA)' for Lotte Department Store using IBM Watson's deep learning recommendation engine, conversation, and visual recognition APIs.

PROFESSIONAL MEMBERSHIPS

Association for Information Science and Technology (ASIS&T)	Aug. 2025 – Present
Observational Health Data Sciences and Informatics (OHDSI)	Jun. 2025 – Present
American Medical Informatics Association (AMIA)	Sep. 2025 – Dec. 2025
Korean Library and Information Science Society	Mar. 2025 – Feb. 2026

EXTRACURRICULAR AND VOLUNTEER EXPERIENCE

FSU Omicron Delta Kappa (National Leadership Honor Society)	Mar. 2026 – Present
UTT Language Exchange Group 'Tandem' (Korean, French, and Chinese)	Mar. 2015 – Jun. 2015
NTU Korean Language Education Volunteer Group	Sep. 2012 – Dec. 2012
Seoul University Association Reading and Discussion Group	Mar. 2011 – Dec. 2011
<i>Middle School Tutor</i> , Seoul Seodaemun Community Self-sufficiency Center	Mar. 2012 – Jun. 2012
<i>Volunteer</i> , Ewha Womans University Center for Child Development and Disability	Sep. 2011 – Dec. 2011

PROFICIENCY IN SKILLS

Programming: Python, R (intermediate), SQL, Java (basic)

Languages: Korean (native), English (proficient), French (elementary)