JAESEONG JU

🌐 Home page 📍 Seoul, Korea

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RESEARCH INTERESTS

My research focuses on Human-AI Interaction (HAI), focusing on how people can effectively and safely use AI systems such as large language models (LLMs) in real-world domains. I design LLM and visualization based tools that make AI-powered analysis and decision-making more accessible and trustworthy across diverse contexts.

Keywords: Human-AI Interaction, Human-centered AI, LLM-augmented Tools, Data Visualization, AI Ethics

EDUCATION

M.S. in Data Science, Seoul National University

Visualization and Business Analytics Lab   Mar 2024 - Aug 2026 *(expected)*
    Advisor: Prof. Hyunwoo Park
    Research area: Human-AI Interaction & Data Visualization

B.S. in Electrical and Computer Engineering, Seoul National University   Mar 2019 - Feb 2024

PUBLICATIONS

[1] D. Lee[†], **J.** Ju, H. Song, and H. Park, "From ballpark to society: Understanding stakeholders' adaptation to automated judgment via ABS in baseball," in *Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems (CHI '26)*, Barcelona, Spain: Association for Computing Machinery, Apr. 2026, ISBN: 979-8-4007-2278-3. DOI: 10.1145/3772318.3791249.

[2] J. Kim, M. Kim, **J.** Ju, Y. Hwang, W. Lee, and H. Park, "Adaptive sparsified graph learning framework for vessel behavior anomalies," *arXiv preprint arXiv:2502.14197*, 2025.

ACADEMIC EXPERIENCE

HKUST-SNU Joint Seminar on Visualization and HCI   Sep 2025
International Exchange   *Seoul, South Korea*
Presented ongoing research and exchanged insights with international scholars from HKUST and SNU
From Ballpark to Society: Understanding Stakeholders' Adaptation to Automated Judgment via ABS in Baseball.

Korea Data Mining Society Conference   Aug 2025
Poster Presentations   *Pyeongchang, South Korea*
Presented three posters on data visualization and LLM applications:
VISRAG: A Retrieval-Augmented Approach to Scientific Chart Generation from Natural Language
An LLM-Driven Interactive Framework for Conversational Baseball Analytics
Chat with Data: Enabling Reuse of Diabetes Patient Records via LLM-powered Dashboards.

K-VIS 2025   Jul 2025
Oral Presentation   *Pohang, South Korea*
Presented ongoing research on natural language to visualization (NL2VIS):
Mind the Gap: Human–LLM Interactions in Data Visualization.

Conference Review   Nov 2024
Reviewed submissions for The Annual Meeting of the Academy of Management (AOM, 2025).

Student Ambassador   Apr 2022 - Feb 2024
Big Data Innovation Consortium   *Seoul, South Korea*
Engaged in data science education programs and collaborative projects across consortium universities.

Undergraduate Research Intern   Jan 2023 - Aug 2023
Visualization and Business Analytics Lab, Seoul National University   *Seoul, South Korea*

PROJECTS

LLM-based Educational Content Development for Self-Directed Learning
Seoul National University – SNU College   Jun 2025 – Oct 2025

Project lead, Led an LLM-based educational technology grant project, researching tools, guidelines, and policies and designing prompt-engineering frameworks and instructional strategies for undergraduate self-directed learning.

Development of Prediction Method for Drug Response Using Metabolomics and Medical Big Data
Seoul National University – Ministry of Food and Drug Safety of Korea   Apr 2025 – Dec 2025

Team leader, Built an interactive full-stack (Docker/FastAPI/React) dashboard to interpret drug response prediction models in collaboration with statistical genetics and data science Lab, managing deployment and maintenance.

Normative and Technical Study of Global Platform Regulation and AI Content Moderation
Seoul National University – National Research Foundation of Korea   Apr 2025 – Jun 2025

Research Assistant, Analyzed global digital platform governance and AI-based content moderation, focusing on regulatory trends and normative issues such as transparency, freedom of expression, and platform accountability.

Fostering Generative AI Talent through LLM-based Application Service Technology Development
Seoul National University – IITP   Aug 2024 – Dec 2024

Graduate researcher, Researched NL2VIS techniques and fine-tuned small language models, developing and evaluating prototypes for LLM-based visualization generation.

Trustworthy AI Innovation Strategy for Law Enforcement
Seoul National University – National Police Agency   Jul 2024 – Oct 2024

Research Assistant, Examined domestic and international AI legislation and ethics for law enforcement and produced AI-readiness assessments and strategic recommendations for responsible deployment in police operations.

TEACHING EXPERIENCE

Teaching Assistant, SNU&KDT - BIG Data & AI Fintech : Data Visualization	Jan 2025 - Feb 2025
Teaching Assistant, SNU&KDT - BIG Data & AI Fintech : Capstone Project	Nov 2024 - Jan 2025

PROFESSIONAL EXPERIENCE

Research Intern   Jan 2023 - Jul 2024
AI Research Center, Seoul National University   *Seoul, South Korea*

Analyzed AI research and industry trends to support university–industry collaboration initiatives.

Data Scientist   Dec 2023 - May 2024
SORISORI.AI   *Seoul, South Korea*

Implemented GA4/Tag Manager analytics and NLP pipelines to power business insight dashboards.

AWARDS & HONORS

Honorable Mention, 2024 NH Investment & Securities Big Data Competition	2024
Grand Prize, 1st CO-Data Station Datathon	2023
Excellence Award, Manufacturing Big Data Analysis Competition	2023
Minister of Education Award, We-meet Awards Big Data Division	2023
First Place, Big Data Innovation Sharing University Course Award	2023
Third Place, Shinhan Financial Group Big Data Hackathon	2022
Third Place, Big Data Utilization Industry-Academia Innovation Challenge	2022

REFERENCES

Prof. Hyunwoo Park, Associate Professor, Graduate School of Data Science, Seoul National University (Advisor)
- Email: hyunwoopark@snu.ac.kr

Prof. Heejin Kim, Visiting Professor, Graduate School of Data Science, Seoul National University
- Email: kheejin@snu.ac.kr (Course instructor in AI ethics and project supervisor on AI governance projects)

Jongmin Ham, Director, Center for Industry Collaboration, Seoul National University AI Institute
- Email: jmham@snu.ac.kr