

Sora Kang

Portfolio

RESEARCH INTERESTS

human-computer interaction, natural language processing,
art&tech, computational media, arts and cultural studies

Sora Kang

I design interactions and user experiences for diverse multimedia such as games, websites/apps, interactive installations, and media performances. Before I began my journey as a UX designer, I built various careers as an actress, game engineer, and science communicator. This has been a great source of inspiration and different skills including user empathy for my work.

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[Portfolio](#)

[Linkedin](#)

EDUCATION

UC Berkeley

Master of Design

Aug 2021 - Dec 2022

- Research focus: Human Computer Interaction, Creativity Support tools

Seoul Institute of the Arts

Bachelor of Arts

Jan 2016 - Dec 2020

SKILLS

VISUAL DESIGN

Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop)

Prototype/UX design

Sketch, Figma

AR/XR DESIGN

Unity Engine, Spark AR studio

TANGIBLE INTERACTION DESIGN

Arduino, Processing, Raspberry pi,

Fusion 360, Touch designer, Madmapper(projection mapping)

PROGRAMMING

C#, Python

EXPERIENCE

UX design Intern

Anchain.AI, United States

Dec 2021 - Present

Design user experience for multi-entertainment NFT marketplaces

- [Heartism](#): the NFT marketplace for disabled artist, to help creative individuals with developmental disabilities reimagine and spread their art to the world via NFTs
- [Dooverse](#): Korea's first sports card trading platforms
- [Piggos evolution](#): Crypto-collectible 10,000 unique NFTs on Flow blockchain

UX designer

La MaMa Umbria International, Italy

Aug 2020 - Feb 2021

Designed VR spaces for the project [#WEATHER](#) 'online multimedia musical opera on climate change'

- an international project involving organizations and artists in Europe, France, the United Kingdom, the United States, Korea, and Mexico

Interaction designer

Enterarts, Korea

Nov 2017 - Mar 2019

Designed the user interaction for the AI music composing tool

- '[Music is for All](#)', the First AI collaboration K-pop music album in Korea
- AI collaboration album 'Like a Light' with the magazine <Donga Science>

Every day, humans create almost 2.5 quintillion bytes of data, equivalent to 2,5 Billion GB. People perceive these data in different ways in both real and virtual worlds. We are all entitled to perceive the world in our own way; however, biases are a critical aspect of processing information and making decisions.

WHAT YOU SEE IS

Data visualization has become a brand new way for people to perceive and understand the world intuitively. However, the intention to shape our perceptions and biases that appeared in the visualization process is implementing public decision-making for some events, which has aroused vigilance.

How can data visualization distort our perception of reality? This is the question we provoke in our exhibition. And during this tour, what you see is all there is.

ALL THERE IS

BIASED DATA VISUALIZATION

SORA KANG

TANIA O'NEILL

Don't Blink

'All you can see is all there is'

Interactive projection mapping installation

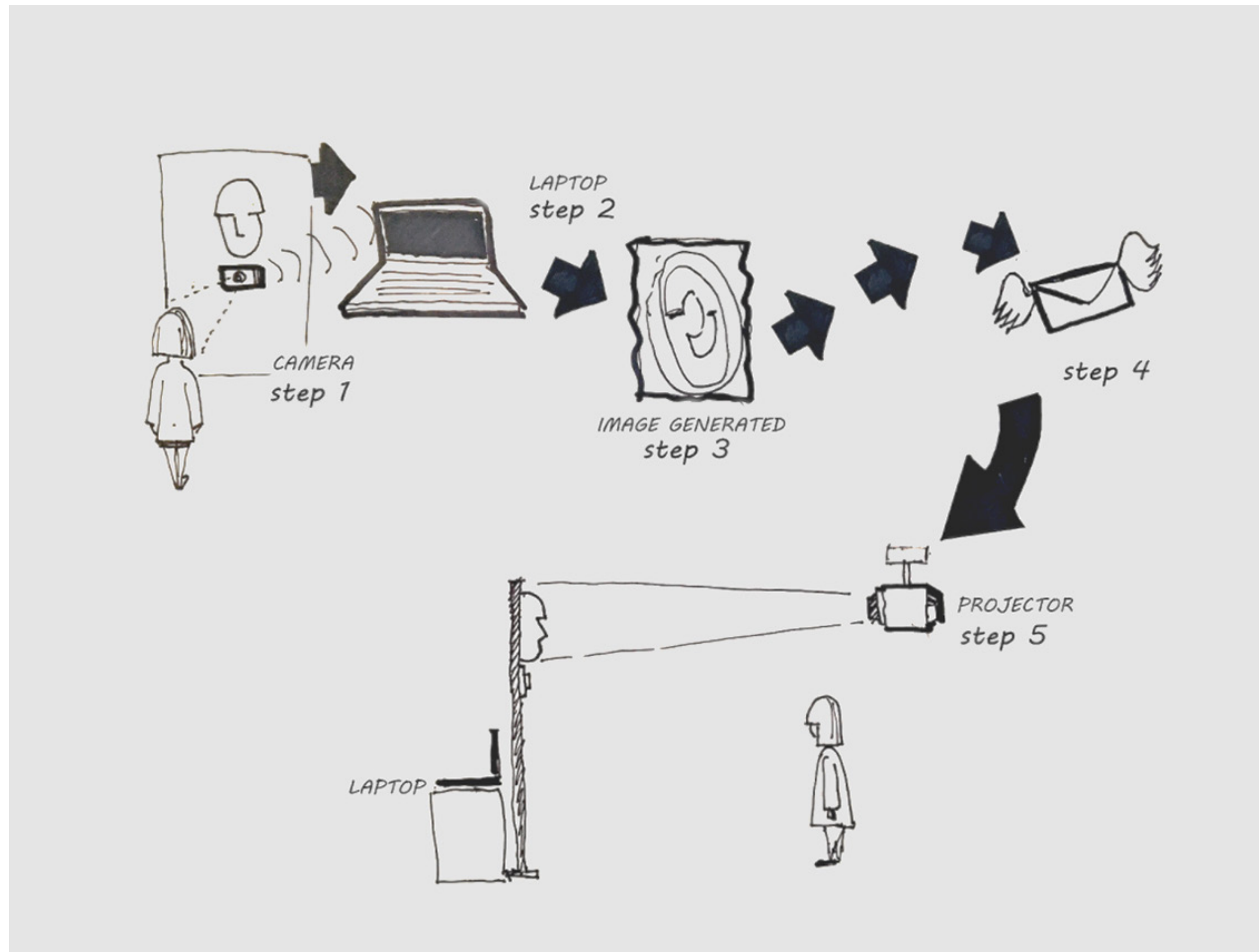
Who knows what might happen while you close your eyes? Our real-world exists in a superimposed state and turns into particles at the moment you observe it according to quantum mechanics. Like the game world which exists only as data and is visually shown at the moment of observation by players, we believed that our world might be the well-optimized game world and never know what might happen even during the moment we blink.

Project concept



In this work 'Don't blink', human faces which are generated by AI are deforming whenever the audiences blink or close their eyes.

Behind the Project



I detected audiences' eye-blinking by using OpenCV and sent the signal to Touchdesigner to make the face melt, and I finally did projection mapping with Madmapper on the face statue which my team member, Tee designed.



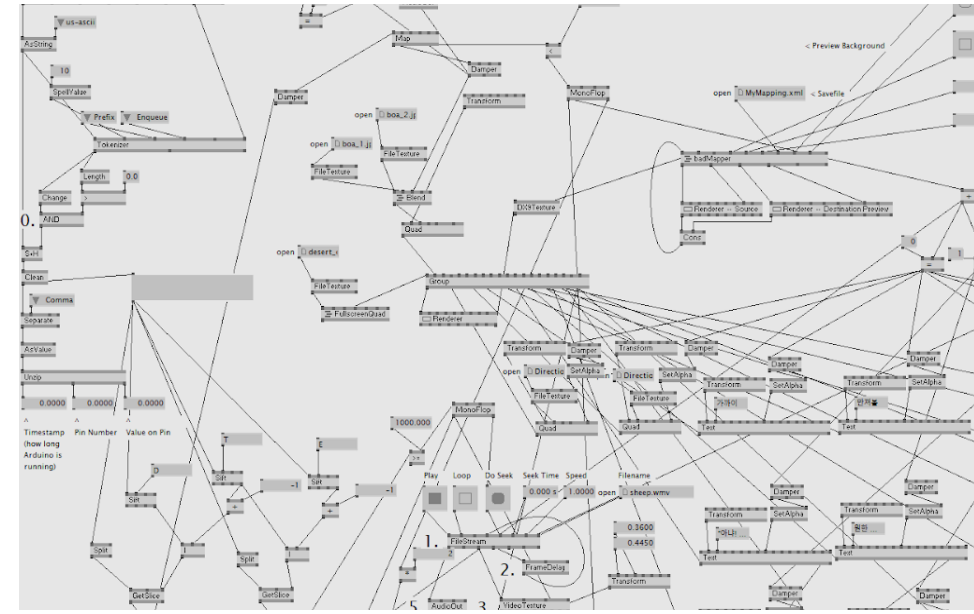


le petit monde

The Little Prince Reborn as Media Art

media art / interactive installation / projection mapping

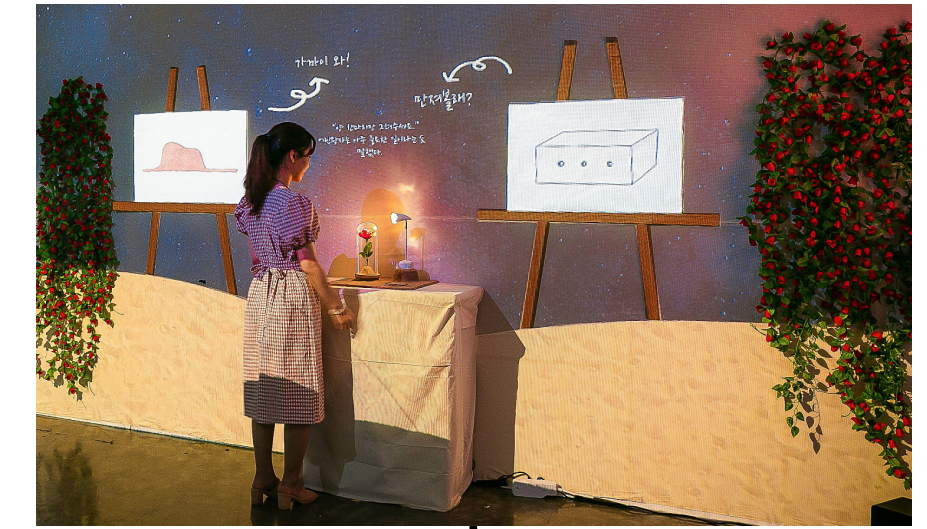
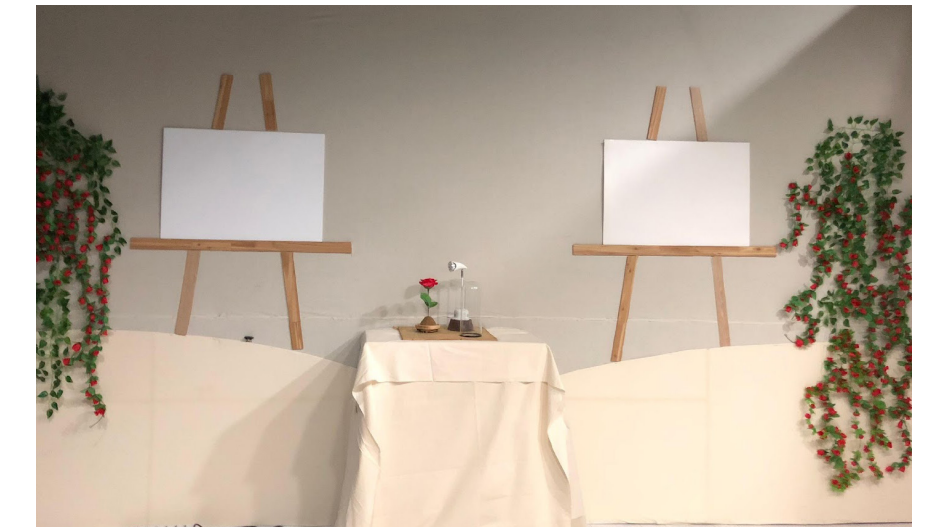
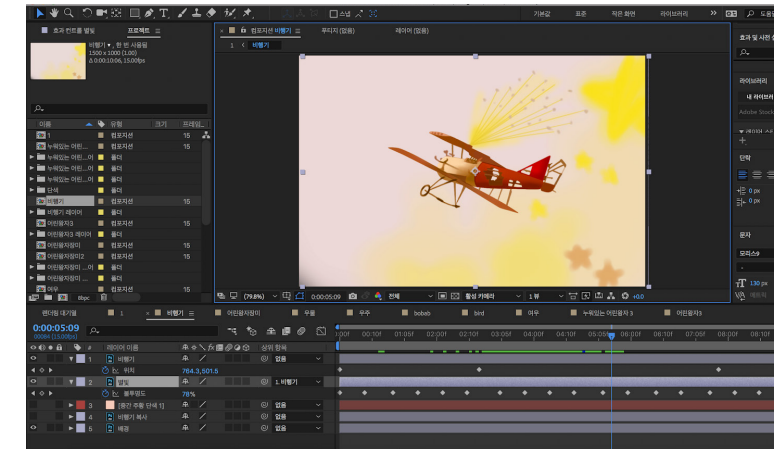




VVVV

Graphic Source Design

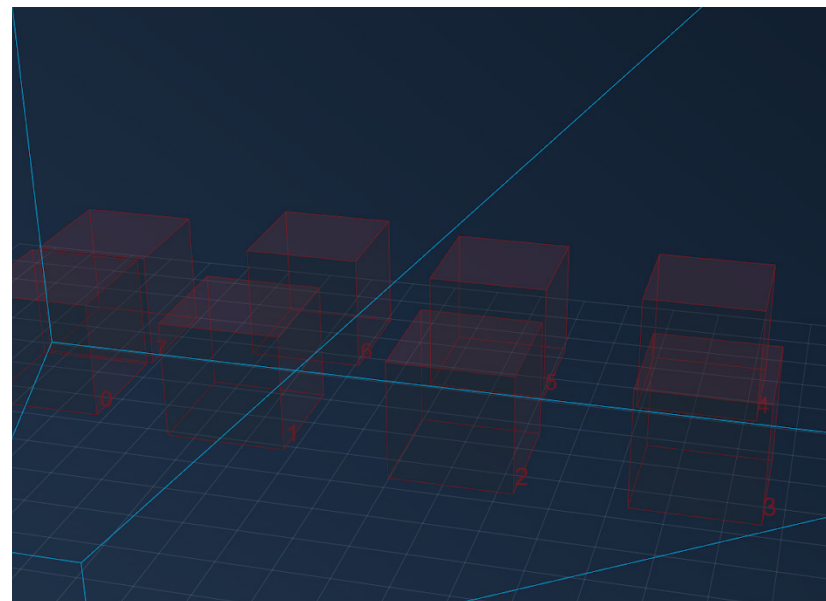
Adobe illustrator, Aftereffect, SketchUp



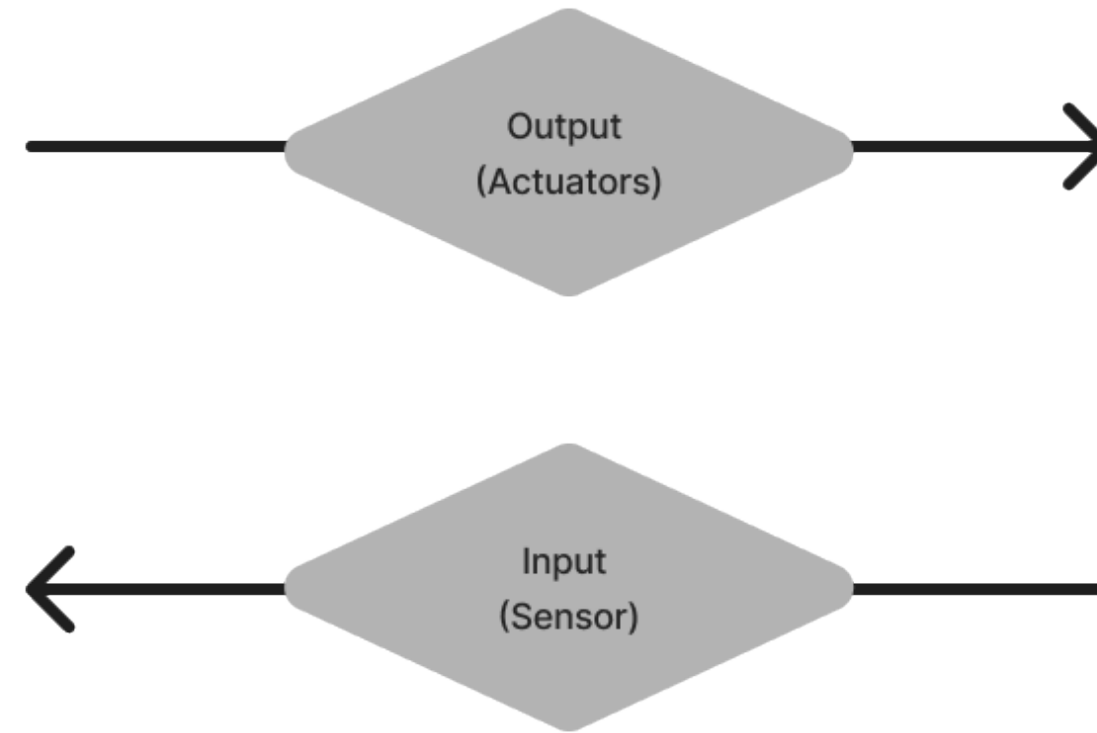
Interactive Computing System

Arduinio

Badmapper



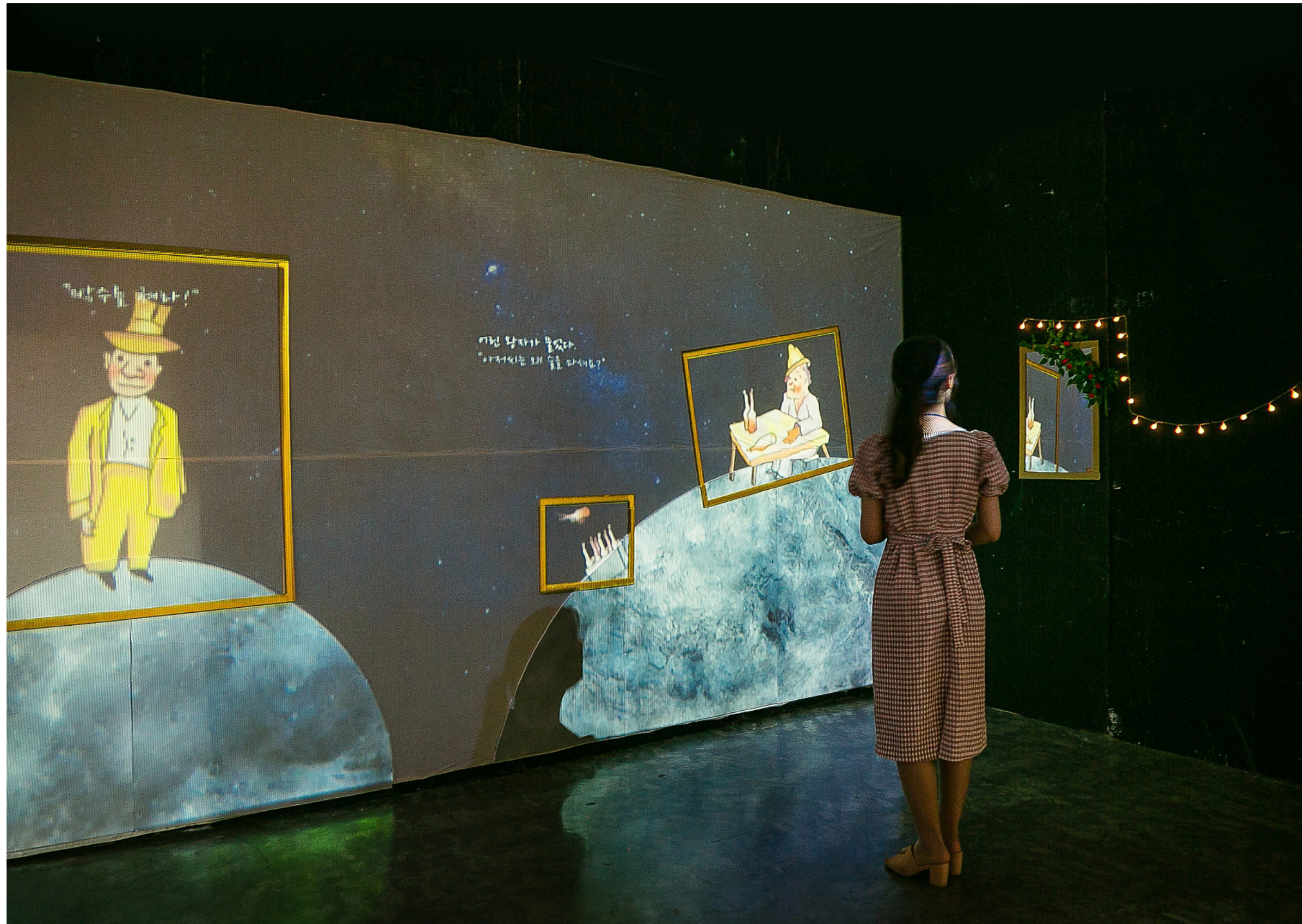
Speaker, Beam Projector, LED lights



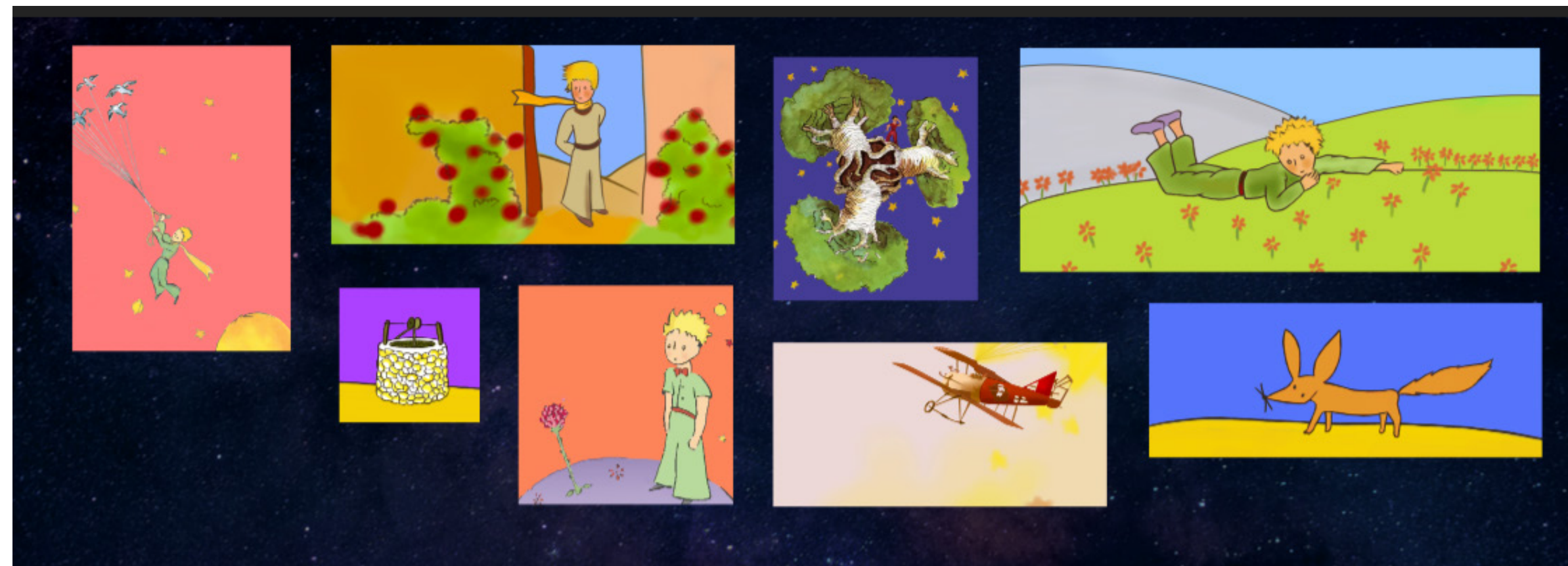
Kinect, touch sensor, brightness sensor, microphone, IR sensor



Physical Analog World



'Hope that the adults can travel for a while as a child'
 June 2018 — July 2018
 Galleria Forêt



Anchain.ai

Metaverse NFT intern

Main responsibilities:

- 1) Design and produce NFTs
- 2) Create and enhance user experience of NFT marketplace
- 3) Leading and planning the collaboration project with other company

I mainly worked on the four NFT projects and for Anchain.ai. One is a collaboration project with Doosan, a South Korean multinational conglomerate corporation. We built and designed their NFT marketplace and NFT products. Another one is a collaboration project 'heartism' which I proposed and led, with the company <Thisabled>, an agency for artists with developmental disabilities. The third project I participated was 'AsobaDefi' - with the goal 'developing southern Africa's premier clean energy network and Revolutionizing solar financing with web3'. And lastly, I worked on the project 'Piggos Evolution' which is the second collection of 6,000 new NFTs from the CryptoPiggos. series.



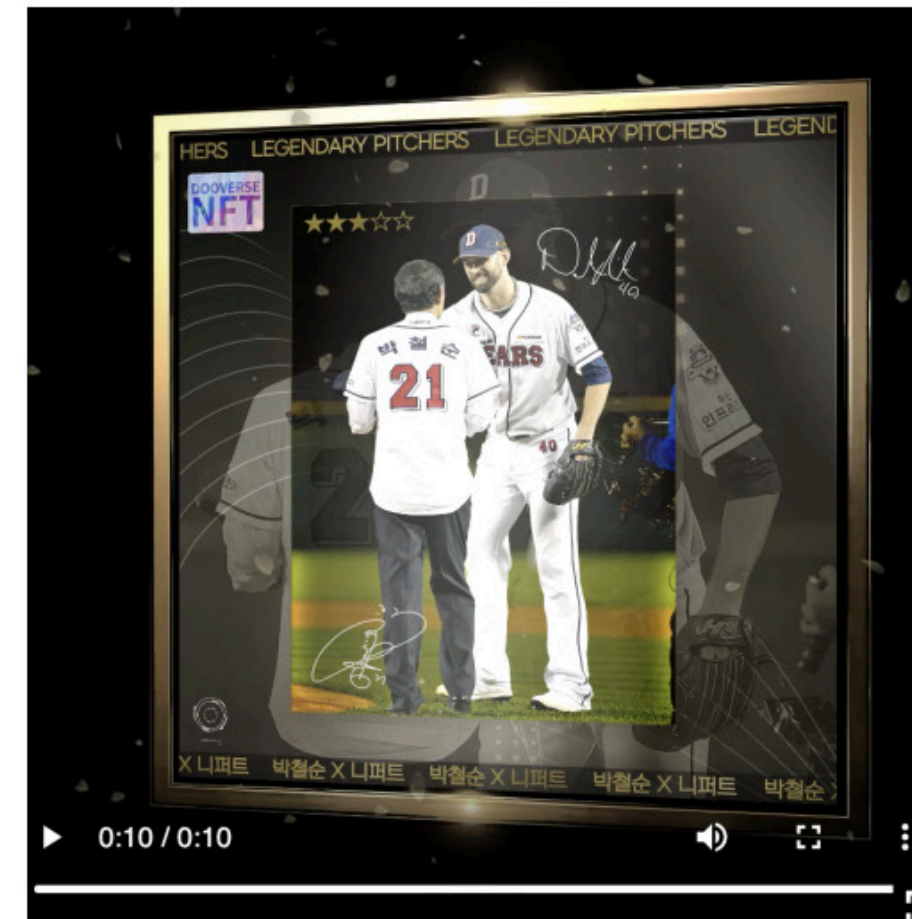
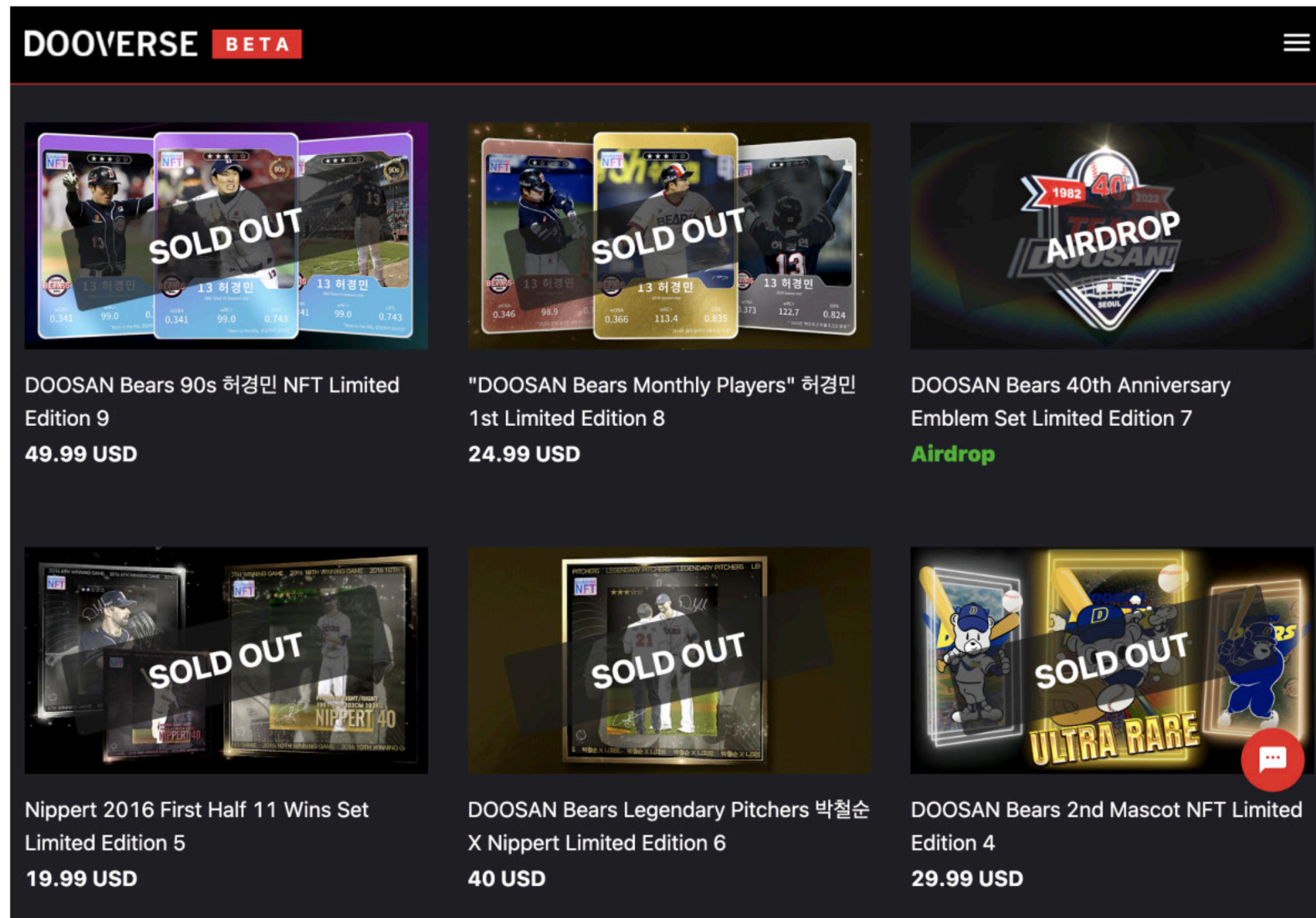
Dooverse

01 The Dooverse NFT platform on Flow is the first of its kind, revolutionizing the metaverse experience and welcoming users across the globe

Powered by smart contracts and blockchain, the platform will provide unprecedented ease of access and user engagement with the thriving Korean culture scene, and feature a wide range of exclusive digital collectibles including trading cards, artwork, and more.

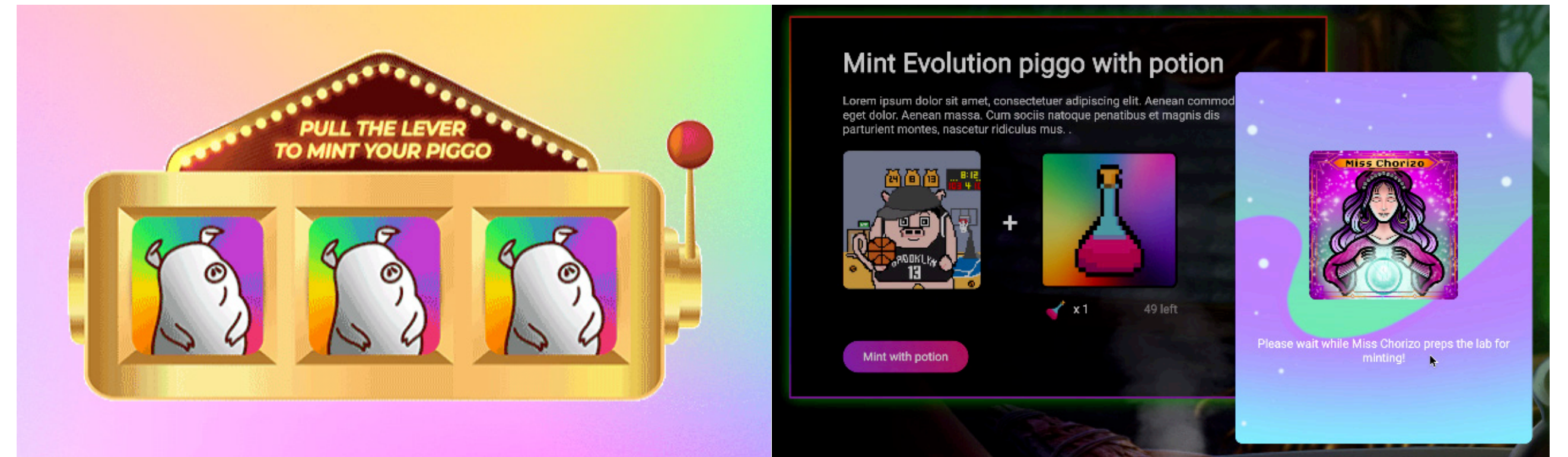
Dooverse features a social experience built around collectible digital assets, creating a fun, authentic, and accessible enhancement of the digital experience on blockchain. As one of Korea's first NFT-based sports card platforms, we focused on creating the new fan experience.

Not only I led the NFT design side, but also I was charge of communicating with our client 'doosan'. I designed NFT products by mainly using Blender-3D modeling tool and Adobe Aftereffect.



Piggos Evolution are descendants from the **Genesis collection, Piggos Origin**, a collection of **5,199 pixelated Piggos** roaming around the **PiggoVerse**. This is the second generation of **CryptoPiggos**.

CryptoPiggos are adorable crypto creatures that live on the Flow blockchain. Each one is unique with a focus on giving back to the community and charitable causes.



Piggos Evolution



02

Heartism

♥ Heartism



Art gallery

Festival
Chung Sungwon
0.1 ETH

Happy Place 2
Chung Sungwon
0.1 ETH

Hide and Seek
Kwon Hansol
0.1 ETH

Artists with developmental disabilities are facing challenges from multi-dimensions environmental, socialcognitive, and economic that hinder their ability to sustain their livelihood as artists over the long term. Our main goal was to help the artists overcome these challenges by reimagining their artwork into NFTs, and achieve sustainable financial independence through the NFT marketpleac 'Heartism'.

Born and grew up in Korea, I have been interacting with disabled people for more than 8 years. I have a huge interest in social problems, especially accessibility and disability. I reached out to this company 'Thisabled' and plan this collaboration project to both my company and the company 'Thisabled'. Fortunately, my company empathized the problem space I proposed, and we could kick off the project. I've been leading this project and taken the NFT design side.

Our project's mission is to showcase the artwork of individuals with developmental disabilities to the world. Art is a gateway for the talented young artists to freely express their emotions and communicate with the world. With the help of NFT, we hope to reach and connect with people around the world, whose support will transform the artists' lives, forever.

South Korea president looking at artworks byThisabled artists which we developed into NFT produces.



03

Asoba DeFi

Asoba DeFi is a utility scale solar development and financing company. Based in both San Francisco and Gaborone, Botswana, we have a vision of creating Africa's premier clean energy network and an aim of achieving 99.999% grid reliability. To help finance the creation of solar farms and battery storage, we are selling NFTs within the Flow blockchain ecosystem

Our Mission

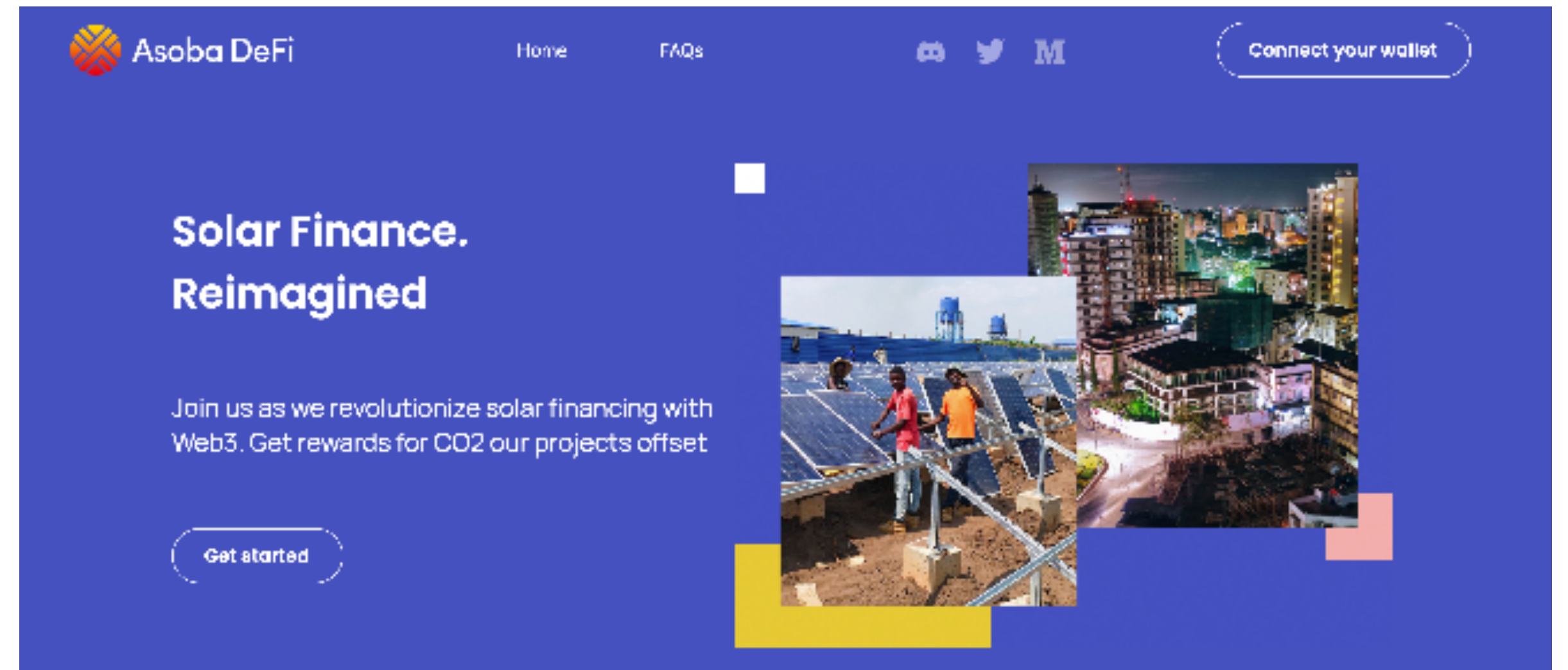
Build a high liquidity platform that those passionate about renewable energy, sustainability, and economic development can use to support the development of utility scale solar farms across the SADC region of Africa.

Our Vision

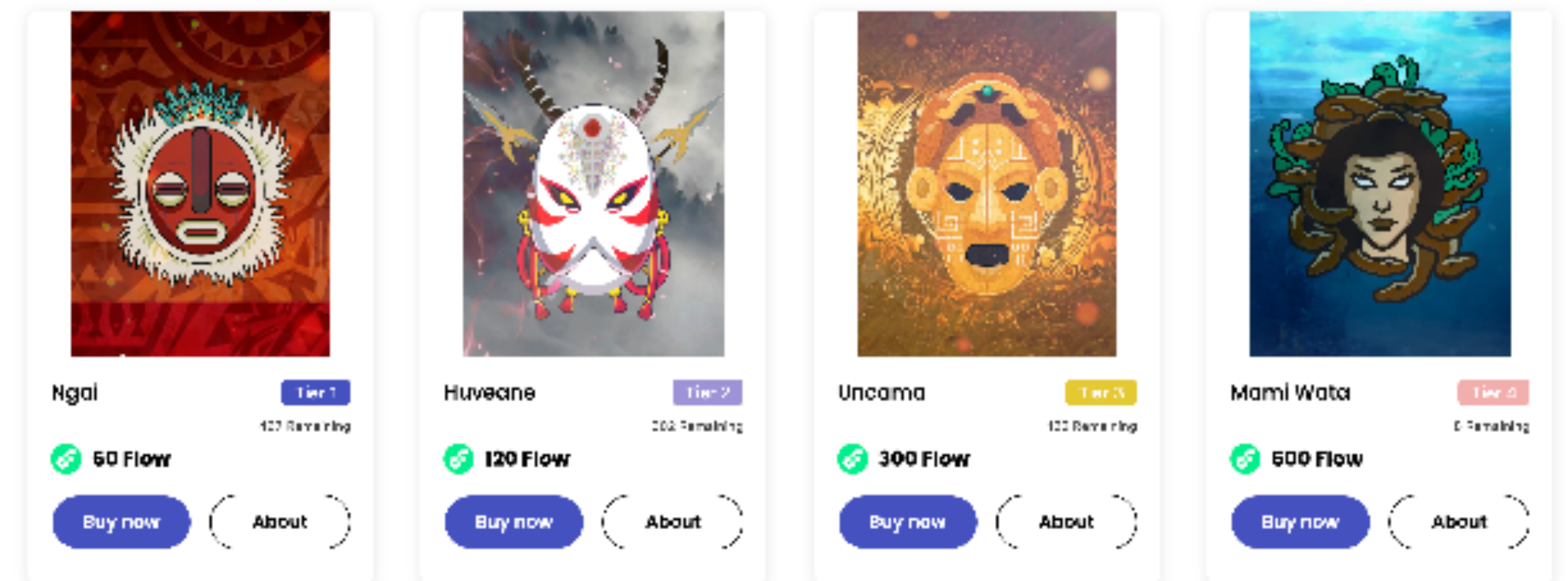
Creating Africa's premier trans-national clean energy network with a goal of supporting 99.999% electricity reliability.

In this project, I took charge of the NFT design for the first NFT edition. I designed and produced four NFTs having four different rarities.

04



New drops



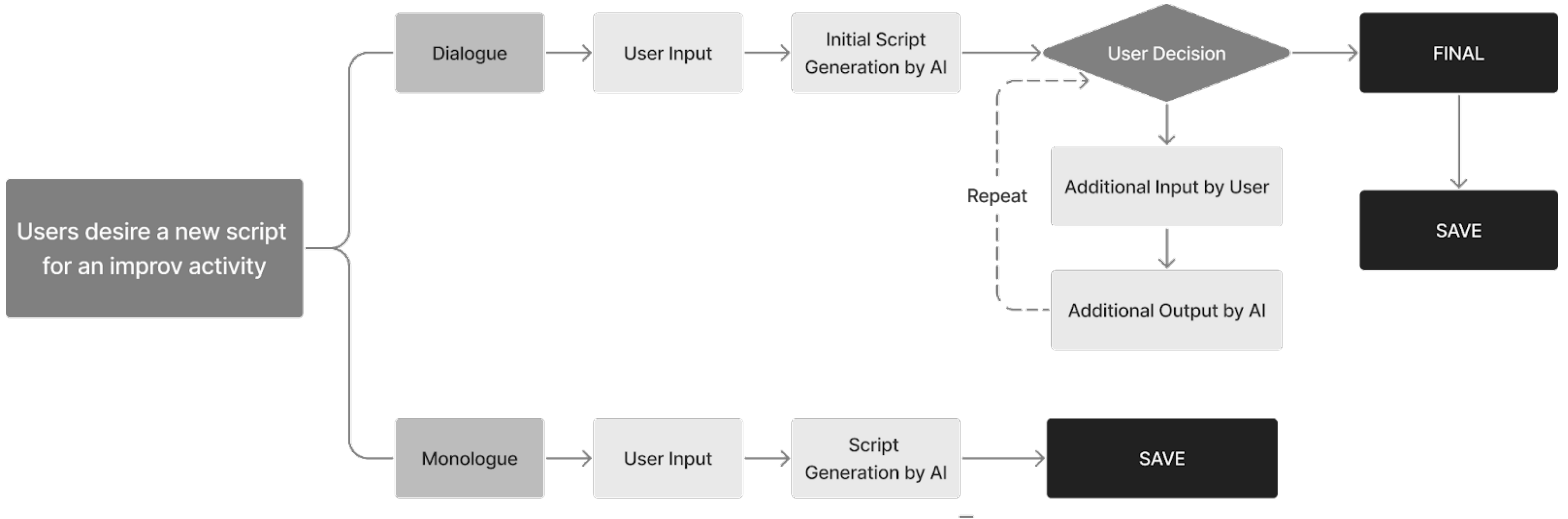
SCRIBBLE.AI:

**Theatrical Language Processing and an Application
in an Improvisational Theater Script Generation Tool
#Creativity Support Tool for Actors**

“All the world’s a stage, and all the men and women are merely players.”
Jaques said, in *As You Like It* (Shakespeare and Dusinberre 2015, Act II Scene VII
Line 139). Today, computers make digital worlds – stages – providing a space in
which people can perform their own scenes.

Experiences shape us. New stimuli and unfamiliar situations have a consid-
erable impact on our creativity and psyche. Actors train using improvisation exer-
cises to expose themselves to novel stimuli. Improvisation exercises and training
involve entering a creative state of mind, allowing actors to “live truthfully under
imaginary circumstances”. In this project, we introduce a new concept ‘Theatri-
cal Language Processing’, (TLP) and an AI-driven creativity support tool called
‘Scribble.ai’ for actors as an application of TLP. Scribble.ai is developed in order
to augment actors’ creativity and spark spontaneity, which will ultimately help
them to come alive on stage. This tool generates improv-purposed scripts for
dialogues and monologues, based on TLP. With this tool, actors can practice with
custom scripts written by AI and practice improvisation in an interactive manner.





Idea >
Conversation >
Scriptize

Prompt >
Result

Dialogue

Keyword

Genre

Randomness

Dialogue

Keyword: Soju and Beer
Genre: Fantasy
Randomness: 10

1. In a land of harsh temperatures and constant warfare, the citizens of Soju and Beer are forced to band together to survive...

2. They first silence in each other's company and quickly fall in love, but their happiness is short-lived.

3. The two countries go to war with each other, and the couple is forced to choose sides.

"I can't believe this is happening!" Soju said, her heart heavy with sadness as she looked at the battlefield before her. Beer was on the other side, fighting against her own people. "We promised each other that we would always be together, no matter what happened."

"I know," Beer replied, his voice full of anguish. "But we can't control what our countries do. We have to do what's best for our people."

"I don't want to fight against you," Soju said, tears streaming down her face. "Please, let's just put down our weapons and run away together. We can find a new home, far away from all of this."

"I can't," Beer said, his eyes full of regret. "I have to do what's best for my country. I'm sorry, Soju."

With that, the two lovers turned away from each other and went back to fighting the war that would tear them apart.

Dialogue

INT. BATTLEFIELD - DAY

SOJU I heart heavy with sadness looks at the battlefield before her. On the other side is BEER, fighting against her own people.

SOJU I can't believe this is happening. We promised each other that we would always be together, no matter what happened.

BEER I know. But we can't control what our countries do. We have to do what's best for our people.

SOJU I don't want to fight against you. Please, let's just put down our weapons and run away together. We can find a new home, far away from all of this.

BEER I can't. I have to do what's best for my country. I'm sorry, Soju.

With that, the two lovers turned away from each other and go back to fighting the war that would tear them apart.

Monologue

One sentence

Emotion

Randomness

Monologue

One sentence: Soju is going home
Emotion: Happy but sad
Randomness: 10

It's been a long time since I've been home. I'm not sure what I'm going to find there, but I know I need to go back. There are so many memories there, both good and bad. I'm not sure if I'm ready to face them, but I know I need to.

I grew up in that house. It's where I took my first steps, said my first words. It's also where my parents fought, where I was pulled in, where I felt alone and lost. But it's also where I felt loved and safe. It's where I made some of my best memories.

I don't know what I'm expecting to find when I go back, but I know I need to go. I need to say goodbye to the place that was once my home. I need to say goodbye to the memories, both good and bad. I need to say goodbye to the past.

Richard Feynman and Stephen Hawking are two of the world's most brilliant minds.
But when they're not working on their latest theories, they're bickering like an old married couple.

Hawking: I'm telling you, Feynman, there's a black hole at the center of the universe!

Feynman: Oh, please. Everyone knows that there's no such thing as a black hole.

Hawking: Fine. Prove it.

Feynman: I will! Just give me a few minutes...

Feynman: All right, I'm ready.

Hawking: What took you so long?

Feynman: I had to run some calculations. And, actually, you're wrong. There is a black hole at the center of the universe.

Hawking: I knew it! I told you so!

Feynman: But it's not what you think. It's not some giant monster that's going to suck everything in. It's just a tiny little thing.

Hawking: That's not what the experts say!

Feynman: Well, the experts are wrong. I've done the math, and I know what I'm talking about.

Hawking: Fine. Prove it.

Feynman: All right. Let me show you my equations. See, here's where you're going wrong.

You're assuming that mass is constant, but it's not.

As things get closer to the black hole, they start to move faster, and their mass increases. So your equations are all off.

Hawking: Hmm. I see what you're saying. But that doesn't change the fact that there's still a black hole at the center of the universe.

Feynman: Actually, it does. If you take into account the changing mass, then the black hole disappears.

Hawking: What? That can't be right

@Scribble.ai-generated scripts

