Hera Kang Soyeon Kang (She/Her)

Artist and Creative Technologist
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EDUCATION

2027	MFA	California Institute of the Arts (CalArts), Valencia, CA, US
2023	BAS	Sogang University, Seoul, Korea

AWARDS

2026	iF Design Awards, d'strict Korea, Interior Architecture, Winner (Designer)
2024	MAMA, Mnet Asian Music Awards, Best Music Video, Winner (AI VFX Artist)
2024	CalArts, School of Theater, Merit Scholarship
2023	Sogang University Convergence Technology Award

FREELANCE

2024	Projection Design Assistant, *Redwood*, Nederlander Theater, New York, US
2024	Projection Design Assistant, *Mitridate*, Boston Lyric Opera, Boston, US
2024	AI VFX Artist, Aespa, *Armageddon*, Rigend Film, SM Entertainment, Seoul, Korea
2024	MV Director, Youra, *Worm in the Apple*, Stone Music Entertainment, Seoul, Korea
2022	3D / AR Designer, Heights, Seoul, Korea
2020	VR MV Director, *Textures Mix 005*, Textures Seoul, Seoul, Korea
2019	Projection Designer, Korea National University of Arts, Seoul, Korea

EMPLOYMENT

2026 Jan – 26 Aug

Creative Engineer, Zerospace, Brooklyn, US Website

Built a pipeline bridging a vision-language model with a promptable segmentation model to detect, label, and segment regions in video, exporting per-region masks for downstream use.

Built **refgen**, which swaps a new product into a reference ad video: shots are segmented automatically, read shot-by-shot by a vision-language model, then regenerated with a generative video model that preserves the original camera work and edit rhythm. Shipped with a timeline web UI for review and batch generation.

Built an AI video production review pipeline pairing Gaussian Splat scene capture with generative video to hold camera-angle and wardrobe consistency across takes, with full asset lineage: every render resolves back through the plates, references, prompts, seeds, and models it was made from, and compares side-by-side or by segment-diff across takes and versions. Repo

Built **hdr-forensics**, a forensic HDR comparison tool measuring a render's real bit depth, colour space, gamut, and highlight recovery against what its container claims — separating genuine HDR from upcast SDR in model and vendor output. Repo

2023 Aug – 24 Feb

3D Designer, d'strict Korea Inc, Seoul, Korea

Led AI visual development and built interactive 3D prototypes for Arte Kid's Park attractions in Unity, Cinema 4D, and Stable Diffusion, working closely with the engineering team. Blog

2023 May – 23 Oct

Industry – Academia Research Lead, LG Electronics, Seoul, Korea

Proposed a UX prototype for the file-sorting ML function, adopted as a default feature in the gram Link app for the 24" LG gram Pro series. Official Video I Article (The Verge)

Proposed an ML-based 3D visualization tool for designers built on LG's AI foundation model, EXAONE.

PROJECTS

2026 *Particle Theory*, California Institute of the Arts, CA, US

2025 *Volver*, Walt Disney Modular Theater, California Institute of the Arts, CA, US

2025 *hebora.studio*, In-Vehicle Entertainment Studio Prototype

2025 *What you believe is where you are*, California Institute of the Arts, LA, US

2023 *Miss Hwang will ALWAYS be there*, HCI Korea, Gangwon, Korea

2023 *OutVenture*, In-Vehicle Education Service, AI Capstone, Sogang Univ, Seoul, Korea

2019 *Twentysip VR*, Art & Technology Conference, Hanghwatang, Seoul, Korea

TEACHING EXPERIENCE

2024 **Lecturer**, *Stable Diffusion (ComfyUI) × Blender for 3D Motion Graphics*, Fast Campus, Seoul, Korea Blog

Designed the curriculum and produced a full online lecture series on generative AI for motion design, teaching diffusion model pipelines to a mixed cohort of designers and engineering students during the early adoption phase of ComfyUI.

Taught node-based inference workflow construction end to end — ControlNet conditioning, IPAdapter reference-image control, AnimateDiff temporal consistency, model checkpointing, sampler and latent-space parameter tuning, and custom node authoring — connecting traditional 3D motion graphics in Blender to text-to-image and image-to-video generation.

Framed technique inside enduring principles of the ML-based creative process, multimodality, and directions for future application, so students could carry the method across to models beyond the ones taught.

Received strong reviews across the full range of learners, from technically adaptable designers to engineering students entering design.

2024 **Lecturer**, *3D × AI for Designers*, Seoul National University Library, Seoul, Korea

Lectured on applied generative AI and 3D toolchains for a cross-disciplinary audience of designers and researchers.