

CHANG HYUN SONG

AI Creative Technologist and Researcher

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[Advertising](#) | [Films](#)

AI creative technologist combining hands-on image and video production with research in generative imaging and computer vision. Creates narrative films, fashion reels, and advertising through script development, character design, shot-based generation, and AI-assisted editing and review.

CREATIVE PRACTICE

MOMENTLAB | AI visual production

Produce static image ads, short-form video ads, and promotional content for MOMENTLAB, alongside narrative and personal storytelling projects. Develop both individual visual assets and sequences that carry a consistent story, character, or commercial message.

SELECTED WORK

Advertising | Interior and commercial spaces

- Created image and video advertisements featuring residential interiors, restaurants, and salons. The published collection includes six image creatives in 4:5 and 9:16 formats, with distinct headlines, visual layouts, branding, and consultation prompts.
- Produced short video advertisements that combine spatial imagery, Korean copy, and a compact sequence for social viewing. Work spans commercial client content and MOMENTLAB promotional material.

Narrative film | The Boyfriend I Hated So Much

- Developed scripts, character references, character sheets, backgrounds, and generated shots for AI drama production. Used character references to preserve identity and continuity across scenes; a finished trailer is available in the film portfolio.

Fashion reels and personal storytelling

- Created fashion reels using AI image and video generation, with consistent character design and shot planning. Produced the wedding film To You, also included in the MOMENTLAB film collection.

PRODUCTION WORKFLOW

- Translate a script into visual references, character sheets, background assets, and shot requirements before generating footage.
- Use Higgsfield and multiple image/video models, including Seedance, to generate footage for the intended shot and maintain character continuity.
- Use Claude and GPT to automate parts of editing and review, then assess generated assets in the context of the planned sequence.

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Research experience and technical background

RESEARCH EXPERIENCE

AIVIS | AI Researcher, Contract | Apr - Oct 2025

- Developed pathology detection and classification pipelines with RT-DETR, D-FINE, and PyTorch, including HER2 and Ki67 applications.
- Worked on a pathology foundation model using self-supervised ViT and DINOv2 approaches. Built feature extraction and downstream adaptation workflows, including a lightweight 192-dimensional head and attention-based selection of image tiles.
- Achieved 3rd place in the MICCAI 2025 UNICORN Challenge, Pathology Vision track.

Seoul National University Hospital | iRail Lab

Research Assistant, Mar 2022 - Jan 2025 | Research Intern, Mar 2021 - Feb 2022

- Developed conditional 1024 x 1024 chest X-ray synthesis models. Investigated GAN and StyleGAN methods, compared diffusion approaches, and explored VAE, VQ-VAE, and autoregressive generation.
- Built synthetic-data and training workflows using datasets of more than one million images. Evaluated generated outputs through expert visual assessment and downstream model performance.
- Developed a ConvNeXt-based CT model for pneumoperitoneum detection and participated in external validation across three hospitals.
- Worked on federated learning and multi-institution collaboration with Asan Medical Center and Promedius. Improved data handling with LMDB caching and multiprocessing; explored vision-language models for medical reports.

EARLIER EXPERIENCE

Seoul National University UX Lab | AI Intern | Sep - Nov 2020. Developed chatbot functionality using Google Cloud, Firebase, and Dialogflow.

Kwangwoon University Robotics Lab | Research Intern | Dec 2019 - Feb 2020. Worked with SLAM and Kalman filtering for robotic perception.

EDUCATION

Seoul National University | Mar 2022 - Feb 2025

M.S., Bioengineering and Innovative Medical Science

Kwangwoon University | Mar 2014 - Aug 2021

B.S., Robotics Engineering

TOOLS AND METHODS

Creative production: Higgsfield, Seedance, Claude, GPT; script development, character consistency, image/video generation, shot planning, and AI-assisted review.

Engineering: Python, PyTorch, TensorFlow, Hugging Face, Git, Linux, Docker; GANs, diffusion, self-supervised learning, computer vision, and vision-language models.