

Jihye Hong

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Summary

Software engineer with 10+ years of experience across software engineering, web standards, and product strategy, with a track record of defining, building, and launching large-scale products across engineering and investment management.

Strong at translating technical insight into product strategy, assessing the business value of emerging technologies, and driving adoption of innovative web solutions.

Experience

Senior Software Engineer (Product-Focused Engineering Leadership)

Igalia | Remote, London, Seoul | Aug 2022 - Sep 2025

- Igalia is a global company headquartered in La Coruna, Spain; all work communication was conducted in English
- Product owner for the Dictionary API web platform feature (2025)
 - Proposed and designed an implementation allowing developers to customize browser-integrated dictionaries
 - Built a demo and implemented the feature in Google Chrome (C++, JavaScript)
- Product owner for the CSS Search Highlight web platform feature (2024)
 - Proposed a web standard feature enabling authors to style highlights for in-page keyword search results
 - Built a demo and analyzed real-world use cases to design the most broadly usable implementation approach
 - Contributed to standardization of the feature; the feature is now implemented in Google Chrome
- Contributor to the Interop Project (2023)
 - Joined Interop 2023, a project among major browser vendors (Google, Apple, Mozilla) to align implementation of web technologies across browsers
 - Helped improve selected interoperability test pass rates from 48% to 95%
 - Implemented related changes in Mozilla Firefox and Google Chrome (C++)

Investment Manager (Technology & Product Strategy)

Samsung Venture Investment Corp. | Seoul | Apr 2021 – May 2022

- Analyzed emerging ICT technology trends and managed investment portfolio
 - Evaluated emerging technologies and business models across quantum computing, augmented reality, AI-based music platforms, and sensor hardware to identify strategic investment opportunities
 - Conducted technical and financial due diligence on promising startups, and assessed potential technical collaboration with Samsung's mid- to long-term innovation roadmap
- Investment and spin-off support for Korean startup STRA (2021)
 - Participated as an investment manager in C-Lab, Samsung Electronics' internal startup incubation program
 - Advised STRA on its business concept, target customer definition, and spin-off process
 - Executed KRW 500M investment
- Investment in U.S. quantum computing startup QC Ware (2021)
 - Identified the need for an investment target to enable future quantum-computing collaboration with Samsung Electronics researchers
 - Selected QC Ware for its quantum-computing-based platform for high-performance software development
 - Executed \$2M investment; projected 4.7x return as of 2024
 - Led financial and product/technology analysis, valuation estimation, and quantum computing sector analysis
- Investment in Korean AR/VR company DoubleMe (2021)
 - Sourced investment target for future technical collaboration and preparation for Samsung Electronics' AR/VR device roadmap
 - Selected DoubleMe based on its VR platform and deployments of education and gaming content with local education offices and a Barcelona shopping center
 - Evaluated real-time 3D model generation from physical environment scanning and multi-user shared virtual environment technology; proposed technical collaboration with Samsung Electronics and executed financial investment
 - Led financial and product/technology analysis and valuation estimation; executed KRW 1.5B investment with projected 7.5x return as of 2026
- Investment in Finnish photodiode manufacturer Elfys (2022)
 - Sourced company based on performance-improvement needs in Samsung Electronics' smartwatch product roadmap
 - Met with Elfys and proposed technical collaboration, based on photodiode technology with 22-43% higher optical response efficiency and approximately 20% average linearity improvement across wavelengths
 - Led financial and product/technology analysis and valuation estimation; executed EUR 2M investment with projected 2.6x return as of 2025

Software Engineer (Product-Led Development)

LG Electronics | Seoul | Feb 2013 – Mar 2021

- Proposed W3C CSS Spatial Navigation standard and served as specification editor (2020 – 2021)
 - Identified the need for an efficient focus-navigation model for LG webOS Smart TV UIs, given that the remote control is the primary input device
 - Designed a directional-key focus navigation algorithm and proposed it as a web standard
 - Collaborated with engineers from Google and BBC to define a general interaction model for Smart TV content navigation; proposal was officially accepted as a standard feature
- Contributor to the WHATWG HTML standard (2020)
 - Proposed an improvement to the HTML focus API to address unnecessary page scrolling when focusing specific content in a web page
 - Proposal was officially accepted as a standard feature
- Proposed W3C CSS Round Display standard and served as specification editor (2018 – 2019)
 - Identified the need for web standards that simplify development and improve performance for web applications on round displays for LG smartwatch products
 - Proposed the technology to W3C and gained official approval through discussions with browser vendor PMs and engineers
 - Programming languages: CSS, JavaScript
- LG webOS Smart TV application performance improvement project (2017)
 - Replaced CSS Animation with a WebGL-based loading animation approach, improving loading time by 0.2 seconds
 - Programming language: C++
- Published internal web technology newsletter
 - Wrote biweekly newsletters for executives and engineering teams to share technology trends and provide project-planning insights, including summaries and demos of emerging web technologies
- Delivered internal HTML5/CSS3 training and developer mentoring

Side Projects

Routine Builder

Personal Project | Web Application | Mar 2026 – Present

- Planned and developed an AI-powered daily planning and review web application
- Designed user flows around routine management: daily check-ins, record saving, AI reviews, and next-day planning
- Used an AI-assisted development workflow to structure features, define screen flows, and iterate on implementation
- Demo: <https://routine-builder-beta.vercel.app/>

Travel Gallery

Personal Project | Web Application

- Implemented a JavaScript library for high-performance web animations
- Built a photo gallery web application for Smart TV and PC using the library
- Implemented city-based photo album structure, animated thumbnail view, Google Maps-based hierarchical navigation (continent › country › city), and a city album scroll-list screen
- Demo: jihyerish.github.io/projects/travelGallery/public/index.html

Education

KAIST (Korea Advanced Institute of Science and Technology) – M.S. in Computer Science (AI & Media Lab) (2011 – 2013)

Ewha Womans University – B.S. in Computer Science, Summa Cum Laude (2007 – 2011)

Talks & Leadership

Women Tech Maker Seoul (2019) – "Challenge the Web Standard": Presented strategies for adopting web standards across global browser vendors

W3C TPAC Breakout (2018) – "Spatial Navigation in the Web": Presented product application cases and best practices for spatial navigation

Google Developer Meetup (2016) – "Introducing CSS Round Display": Introduced a new web standard to the global developer community

Skills & Competencies

Product: Product strategy, market analysis, roadmap management, stakeholder alignment, specification writing

Technical: HTML, CSS, JavaScript, C++, WebGL, OpenCV

Languages: Korean (native), English (fluent)