

Jonghak Seo

Engineering leader proving business impact through AI-centered organizational redesign

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SUMMARY

Engineering lead at Creatrip. I lead a 12-engineer organization and designed and executed the company-wide AI transformation. I shifted the team to a Product Engineer model that dissolves job-title boundaries and established agent-centered workflows. With no added headcount, we doubled merged PRs per engineer and halved the deployment cycle, building an organization where every member works with AI. Beyond engineering, I directly own and redesign problems across payments, CX, and finance.

SELECTED IMPACT

- **Shifted the organization to a Product Engineer model:** dissolved FE/BE role boundaries and established AI development workflows. Output per engineer doubled after the transition
- **Restructured the team around an FDE (Forward Deployed Engineer) model:** embedded engineers in business, operations, and marketing teams to solve problems on the ground, driving productivity gains in each host team
- **Designed and built a company-wide AI platform:** a Slack/Web-based AI platform used by every employee
- **Built an agent interface layer:** migrated operational work from human-facing GUI admin tools to agent CLIs

EXPERIENCE

Creatrip · Engineering Manager

2025.05 ~

- Scaled the AI platform company-wide: operated Data/Browser/GitHub agents and extended automation to non-engineering functions such as CX and business support
- Led the Product Engineer transition: redesigned hiring, evaluation, and development processes around problems rather than job titles; merged split frontend/backend repos into a single monorepo and rebuilt the deployment pipeline; reshaped the codebase to be AI-friendly and set principles for AI-assisted review
- Drove payment strategy with finance and CX (Stripe rollout, Line Pay migration) and automated settlement and new-business operations, extending engineering's impact into business operations
- Ran AI governance: agent permission and cost controls, plus guardrails for abuse and anomalous billing

Creatrip · Frontend Lead

2023.12 ~ 2025.05

- Built the internal AI platform (ai.creatrip.com), the foundation of the company-wide AI transformation
- Built and rolled out MCP servers so agents could use Jira, Slack, Notion, Figma, and BigQuery — establishing the standard for internal AI tool integration
- Introduced AI PR review and automated repetitive review and convention checks with custom linters and CI
- Raised the mobile Core Web Vitals Good URL ratio from 5% to 85%: removed hydration bottlenecks, redesigned SSR and CDN caching
- Cut translation cost by 40% by streamlining the LLM-based multilingual translation pipeline

Creatrip · Frontend Engineer

2021.12 ~ 2023.12

- Maintained a Next.js/GraphQL commerce platform; designed and executed the pnpm/Turborepo monorepo migration
- Launched new domains: language school and accommodations

Casemark (US) · Consultant (part-time)

2023.05 ~ 2023.11

- Consulted on the design and development of an AI Chrome extension for a legal-tech startup

Slogup · Frontend Engineer

2019.09 ~ 2021.12

- Owned frontend development end to end at an early-stage startup

OPEN SOURCE & TALKS

- **chrome-extension-boilerplate-react-vite:** open-source maintainer for 5 years; 4.9K+ stars, 50+ contributors
- Speaker at TypeScript Backend Meetup — "Improving LLM Performance with Agentic Loops" · Organized and hosted Creatrip Dev Talk, the team's first public meetup

EDUCATION Kyung Hee University, Business Administration