

Dr. Jacob Choi

(Meta, USA)



Dr. Jacob Choi is the Director of Display Engineering at Meta, where he leads the MR Display Hardware team. With over 20 years of experience in display technology, his industry career spans not only VR/MR displays but also a wide range of consumer electronics, including smartphones, wearables, and TVs, utilizing AMOLED, LCD, and uOLED technologies. Since joining Meta in 2017, he has been instrumental in developing cutting-edge display systems and leading display architecture and system development for next-generation VR/AR products, including the Meta Quest series. His work encompasses display system design, silicon backplane process and circuit design, OLED optics and devices, DDIC, and digital algorithm development for display compensation. He built and scaled a world-class display engineering team at Meta.

Prior to Meta, Dr. Choi served as a Senior Display Engineer at Microsoft (2016–2017), where he developed touch display modules for Microsoft Surface products and worked on flexible and wearable OLED display integration. At Apple (2013–2016), he was a Senior Display Engineer in the TFT design and panel process team, contributing to circuit simulation and research for flexible AMOLED displays, as well as the development of flexible and high-resolution AMOLED panels for mobile and wearable devices. He began his career at Samsung Display Corporation in Korea (2004–2013), where he spent nearly 10 years working on AMOLED panel design and circuit simulation, process architecture for LTPS, and high-resolution mobile LCD panels.

Dr. Choi is an active contributor to the display industry and serves as a committee member for the Society for Information Display (SID) Device Electronics committee, where he also contributes as a paper reviewer. He received his Ph.D. in Information Display from Kyung Hee University, with a dissertation titled "A Study on Short Channel Oxide TFTs for Integrated Circuits" under the advisement of Professor Jin Jang and Professor Seung-Woo Lee. He also holds a Master of Engineering in Information Display from Kyung Hee University and a Bachelor of Engineering in Materials Engineering from Korea University.