

# HYEJIN IM

UX Designer | E-mail: [hyejinim17@gmail.com](mailto:hyejinim17@gmail.com) | Website: <http://hyejinim.github.io>

Research Interest	Human-Computer Interaction, User-Centered Experience Design, Personal Informatics, User Interface Design, Behavior Change	
Education	<b>Bachelor's Degree in Urban and Regional Planning</b> Chung-Ang University, Korea	Aug 2012
Work Experience	<b>User Experience Designer</b> , pxd Inc., Seoul, Korea Conducted qualitative user research and designed user interfaces for various digital devices based on the research results.	Dec 2013 - Apr 2016
	<b>Interaction Research Intern</b> , pxd Inc., Seoul, Korea Performed interaction design research for transparent flexible display in public spaces and developed user scenarios.	Oct - Dec 2013
	<b>Interior Design Intern</b> , De Arch, New York, NY Made interior concept boards and participated in a pent house interior design project.	Jan - Feb 2011
Publication	Visualizing Nonlinear Narratives with Story Curves Nam Wook Kim, Benjamin Bach, <b>Hyejin Im</b> , Sasha Schriber, Markus Gross, Hanspeter Pfister. <i>IEEE Transactions on Visualization and Computer Graphics (InfoVis'17)</i> , 2018 (Submitted)	
Honors and Awards	<b>Winner, New Employee Boot Camp</b> , pxd Inc.	2014
	<b>Finalist, Marketing Idea Challenge</b> , Caffebene	2012
	<b>Finalist, Student Mentor Project</b> , Kiwoom Securities	2011
	<b>National Scholarship</b> , Chung-Ang University	2010
	<b>A Merit-Based Scholarship</b> , Chung-Ang University	2009
Certificates	<b>Statistics with R</b> by Duke University on Coursera	Feb 2017 - present
	<b>Web Design for Everybody</b> by University of Michigan on Coursera	Feb 2017 - present
	<b>Interaction Design (8-course)</b> by UCSD on Coursera	Nov 2016
	<b>Data Visualization</b> by UIUC on Coursera	Aug 2015
	<b>Data Driven Journalism</b> by European Journalism Centre on Canvas	Aug 2014
	<b>Mobile App Design Course</b> by SK Telecom	Jan 2013
	<b>National Certified Customer Satisfaction Leaders (Administrator)</b> , Korea	Aug 2012
Research Projects	<b>Visualizing Nonlinear Narratives</b> , Harvard SEAS Assisted a research project in collaboration with Disney Research Zurich. Charged with designing visual representations of nonlinear narratives and tagging data.	Nov 2016 - present
Professional Projects	<b>LG Signature Washing Machine</b> , Client: LG Electronics Designed UI of circular display for washer and dryer and received <i>iF Gold Awards, Red Dot design Award, CES 2016 innovation Award</i> (submitted by LG).	Jan - Mar 2015

Professional Projects	<b>MySingle: Samsung Intranet System App</b> , Client: Samsung SDS Jul - Oct 2015 Improved UI for email, approval, and to-do apps by applying consistent design principles and adding functionality to reflect user needs and breakpoints for using apps.
	<b>Samsung Smart TV</b> , Client: Samsung Electronics Aug - Nov 2014 Defined TV UI general guidelines for internal staff and designed user interfaces for Smart Hub, Initial Setup and Accessibility of Samsung smart TV.
	<b>Smart Home Wall Pad and Mobile App</b> , Client: Commax Jan - Apr 2016 Provided design strategy based on the user scenarios and device characteristics and designed user interface (UI) for a home IoT environment.
	<b>Transparent Flexible Display</b> , Government Funding Project Oct - Dec 2013 Made key user scenarios for transparent flexible display and designed interaction for each scenario by conducting literature & contextual research, observation, and workshops. ( <i>Collaborated with LG Electronics</i> )
	<b>High-Resolution Music Web Service</b> , Client: SK Telecom, Iriver Apr - Jul 2015 Researched users through in-depth interview and diary study in Japan. Proposed user interface design strategy based on the personas of main potential users.
	<b>Fashion E-commerce Responsive Website</b> , Client: GS Shop Dec 2014 - Mar 2015 Redesigned a website focusing on the improvement of mobile shopping experience that features customized timeline and informative reviews.
Conference Activities	<b>Location-Based Service App</b> , Client: SK Planet Nov - Dec 2015 Conducted twenty-four in-depth interviews and A/B tests for car navigation, taxi and transportation app. Extracted design insights to improve the user experience of apps.
	<b>IEEE INFOVIS 2016 in Baltimore, MD</b> , Participant Oct 2016
	<b>ACM SIGCHI 2016 in San Jose, CA</b> , Presenter of Poster Mar 2016
	<b>ACM SIGCHI 2015 in Seoul, Korea</b> , Participant Apr 2015
Extra-Curricular Activities	<b>Co-organizer, PLUX (Playground+UX)</b> , Seoul, Korea Jun 2013 - Aug 2016 Organized study materials and invited talks, and managed group members
	<b>Facilitator, Design Thinking Workshops by pxd Inc.</b> , Seoul, Korea 2014 - 2015 In eBay Korea, Samsung Art Design Institute, and Ewha Woman's University
	<b>Participant, Service Design Workshop for Eco-Friendly Living</b> , Korea Environmental Industry & Technology Institute Jul - Sep 2013
	<b>Volunteer (Visual Merchandising), Upcycling Shop</b> , Beautiful Store 2011
	<b>Volunteer, Life-Love Marathon for Suicide Prevention Campaign</b> , LifeLine Korea 2011
Expertise	<b>User Research:</b> Conduct in-depth interviews, contextual inquiries, diary studies.
	<b>Persona Creation:</b> Identify major user types to optimize user journeys.
	<b>Information Architecture:</b> Make IA through affinity diagramming, mental models.
	<b>Wireframes:</b> Sketch, design, and improve user interface based on heuristic evaluation.
	<b>Usability Testing:</b> Test user flow and interaction design through interactive prototypes.