DAEUN HWANG

hdaeun@uw.edu

daeunhwang.com

Information Science Ph.D. student specializing in HCI and Educational Technology,
with 4 years of experience leading end-to-end UX research across diverse projects, including 6 start-up companies.

My expertise lies in conducting systematic, mixed-methods analysis to uncover
actionable insights that shape product strategy. Proficient in Python, Figma, and the Adobe Creative Suite,
I am ready to tackle complex challenges in an innovative UX research role.

EDUCATION

University of Washington, United States *Sept. 2025 - Present*
Ph.D. in Information Science. Advised by Dr. Jin Ha Lee & Dr. Jason C. Yip.
Anticipated graduation date: June 2029

University of California Santa Cruz, United States *Sept. 2023 - June 2025*
M.S. in Computational Media. Advised by Dr. Edward F. Melcer.
Graduate researcher with full tuition & stipend support, GPA: 4.0/4.0

Yonsei University, South Korea *Mar. 2018 - June 2023*
Bachelor of Science, Information & Interaction Design / Micro-major in Computer Programming
GPA: 3.9/4.3

WORK EXPERIENCE

Incheon Start-up Park *June 2021 - Nov. 2023*
UX Researcher

- Led and participated in UX consulting process for 6 different start-up companies
- Provided strategies for successful overseas launching of the products
- Conducted various UX research including 5+ field studies, 20+ usability testings, 10+ scenario-based observational studies, 5+ surveys, etc.

Korea Food for the Hungry International *July 2021 - Dec. 2021*
System Consultant

- Created overall template and structure to record and to keep tracking Objectives and Key Results (OKR) system
- Analyzed co-workers' user experience and overall interaction with the OKR system

DoBrain Inc. *Nov. 2020 - June 2021*
Global Marketing Intern

- Achieved 1st quarter OKR of on-boarding first 100 global users through initialization of social media accounts
- Conducted user research (field studies, interviews, observational studies, etc)
- Analyzed daily user funnel using SQL and produced ad creatives which led to 12% increase of the sales

RESEARCH EXPERIENCE

Academical: A Choice-Based Interactive Storytelling Game for RCR / funded by the U.S. National Science Foundation *Apr. 2024 - June 2025*
Advisor: Prof. Edward Melcer, Prof. Noah Wardrip-Fruin, Prof. Michael Mateas

- Conducted experimental studies comparing AI-integrated and non AI-integrated versions of interactive storytelling game
- Created character sprites for the dynamic version of the narrative game

Enhancing Coastal Climate Resilience using Applied Technology June 2024 - Dec. 2024
Advisor: Prof. Katherine Isbister, Dr. Linda Hirsch

- Conducted grounded theory coding for the analysis of expert interviews
- Designed sketches to support ideation and solution design development

Development of Servitization on Smart Air Clean System Airbot Airblock using Acoustic Waves and Clean Plasma Technology / Korea Air Industry Promotion Association *Oct. 2022 - Dec. 2022*
Advisor: Prof. Younah Kang

- Deployed server connection using Firebase and python, to send signals indicating different scenarios with VR device
- Conducted usability testing, experimental observational studies, and diary studies

TECHNICAL SKILLS

UX	In-depth interview, Usability Testing, Think-aloud/Cognitive Walkthrough, Diary Study, Focus Group, Participatory Design, Card-sorting Study, A/B Testing
Programming	Python, CSS, Javascript, mySQL, Java
Adobe	Premiere Pro, Photoshop, Lightroom, InDesign, XD, Illustrator, Audition, After Effects
Other	IBM SPSS Statistics, Figma, Logic Pro, TouchDesigner, Final Cut Pro, P5js

SELECTED PUBLICATIONS

*A full list of publications is available on my research portfolio website.

- Liang, Z., **Hwang, D.**, Chen, S., Hoang, N. H., Khotchasing, K., & Melcer, E. F. (2025). User Preferences for Interaction Timing in Smartwatch Sleep Hygiene Games. *In Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems* (pp. 1-17).

- **Hwang, D.**, & Melcer, E. F. (2024). Mindfulness Techniques Taught Through Game Mechanics. *In Companion Proceedings of the 2024 Annual Symposium on Computer-Human Interaction in Play*. (pp. 300-305).

- **Hwang, D.**, & Melcer, E. F. (2024). Exploring engagement in Idle Game Design. *2024 IEEE Conference on Games (CoG)*, 1–8.

- **Hwang, D.**, & Kang, Y. (2023). How Does Constructive Feedback in an Educational Game Sound to Children?. *International Journal of Child-Computer Interaction, 36*, 100581.

LANGUAGES

Korean	Native, first language
English	Fluent, TOEFL iBT 116/120
Spanish	Fluent, DELE C1 (second-highest level)
Portuguese	Beginner (Simple conversations)

REFERENCES

Dr. Edward F. Melcer
Associate Professor, Computer Science / Computational Media
Carleton University / University of California, Santa Cruz
Email: EdwardMelcer@cunet.carleton.ca

Dr. Younah Kang
Associate Professor, Information and Interaction Design
Yonsei University
Email: yakang@yonsei.ac.kr