HORYUN SONG

UX Researcher · Designer

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SKILLS

Discover
Card Sorting
Contextual Inquiry
Diary Study
Focus Group
Interview
Participatory Design
Survey (Qualtrics)
Task Analysis

Analyze
Affinity Diagram
Competitive Analysis
Heuristic Evaluation
Tableau
Prioritization List
Python (NLP)
Requirements Matrix
SPSS

Ideate
Journey Map
Persona & Scenario
Storyboard

Prototype
Adobe Illustrator
Adobe Photoshop
Balsamiq
InVision
Principle
Sketch
HTML/CSS/JS/React
MySQL

Test
A/B Testing
Logitudinal Study
Usability Testing

EDUCATION

Georgia Institute of Technology Ⅰ Atlanta, GA Ⅰ 2016 – Current (Expecting May 2018)
Master of Science in *Human-Computer Interaction*

Yonsei University Ⅰ Seoul, Republic of Korea Ⅰ 2012 – 2016
Bachelor of Science in *Information & Interaction Design*

RELATED EXPERIENCE

UX Research Intern Ⅰ Stack Overflow Ⅰ NYC, NY Ⅰ May – July 2017

- Initiated and completed a competitive analysis for a collaborative technical documentation product (Documentation)
- **Interviewed** 13 technical writers, coded using terms from previous internal UX research, and affinity diagrammed the results
- **Took ethnographic approach** by joining an online community for technical writers and attending meetups to gather information difficult to uncover from interviews alone
- **Presented actionable design recommendations** to the VP of Product and engineering team through storytelling by comparing Documentation to a conference room discussion

Research Assistant Ⅰ Georgia Tech Ⅰ Atlanta, GA Ⅰ Jan – Dec 2017

- Researched Atlanta Black history through site-visits and designed an interactive mural to engage visitors by sharing the untold stories of Black female leaders
- **Led weekly design critiques** for a project studio

UI · UX Designer Ⅰ Vhain Ⅰ Seoul, Republic of Korea Ⅰ Jan – May 2014

- Collaborated with a developer to design a task-driven web application for global material trading management client (Korea Strategic Trade Institute)

KEY PROJECTS

UX Researcher Ⅰ Oppia Ⅰ Open Source Ⅰ Feb 2018 – Current

- **Planning and conducting usability tests** for an interactive learning platform

Researcher Ⅰ Detecting Emotions: Humans vs. Computer Ⅰ Team Ⅰ Sep – Dec 2017

- **Designed a survey** to crowdsource emotion detection on Facebook posts from friends and strangers and compared the results with computational methods
(Image Processing + Natural Language Processing)
- Visualized the correlations and significance levels using Tableau

UX Researcher · Designer Ⅰ Logue Ⅰ Personal Ⅰ 2014 – 2016

- **Conducted a focus group interview** to identify problems of co-creating fiction and designed a modular system for collaborative writing
- **Ran a longitudinal user testing** (2 weeks, 2 teams of co-creators) with a functioning prototype and followed up with a participatory design session
- Published a design research paper, *Logue: Unitizing Complex Interaction Fictions for Co-creation* at ACM Designing Interactive Systems (DIS) 2017

UX Researcher · Designer Ⅰ B-slide Ⅰ Team Ⅰ Aug – Dec 2015

- **Interviewed target users** to identify online contents bookmarking behavior
- Designed a bookmark curation lock-screen using personas based on interviewee behavior patterns
- Published a design research paper, *Smartphone Lock-screen Interface Design to Facilitate Return for Cross-service Bookmarks* at HCI Korea (HCIK) 2016