HORYUN SONG

UX Researcher

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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
Tableau
Prioritization List
Python
SPSS

Ideate
Journey Map
Persona & Scenario
Storyboard

Prototype
Adobe Illustrator
Adobe Photoshop
InVision
Sketch
HTML/CSS/JS
MySQL

Test
A/B Testing
Logitudinal Study
Usability Testing

EDUCATION

Georgia Institute of Technology | Atlanta, GA | 2016 – Current
Master of Science in *Human-Computer Interaction*

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

RELATED EXPERIENCE

UX Research Intern | Stack Overflow | NYC, NY | 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 | Georgia Tech | Atlanta, GA | 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 | Vhain | Seoul, Republic of Korea | 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 | Oppia | Open Source | Feb 2018 – Current

- Generating a research plan for interactive learning material creation process

UX Researcher · Designer | U-rack | Team | Aug – Dec 2016

- Defined a problem space for student bikers by conducting in-person user survey, interview, think-aloud video analysis, and stakeholder interview
- Iteratively designed low- and med-fidelity prototypes by **user testing within the context** (e.g., Finding a space to lock a bike at crowded racks)

UX Researcher · Designer · Prototyper | Logue | Personal | 2014 – 2016

- Conducted a focus group interview to identify problems of co-creating a fiction and prototyped iteratively through weekly design critique
- **Ran a longitudinal user testing** (2 weeks, 2 teams of co-creators) with a high-fidelity prototype and followed up with a participatory design
- Published a research paper, *Logue: Unitizing Complex Interaction Fictions for Co-creation* at ACM Designing Interactive Systems (DIS)

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

- Interviewed target users to identify online contents bookmarking behavior
- Created user scenarios using **personas based on interviewee behavior patterns**
- Published a research paper, *Smartphone Lock-screen Interface Design to Facilitate Return for Cross-service Bookmarks* at Human-Computer Interaction Korea (HCIK)