

# Nayeong Kim

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## EDUCATION

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### Korea Advanced Institute of Science and Technology (KAIST)

M.S in Industrial Design | Advisor. Sang-su Lee

Feb. 2024 - Feb. 2026 (expected)

Daejeon, Korea

### Denmark Technical University

Exchange program | Dept. of Design and Innovation

Aug. 2022 - Dec. 2022

Kongens Lyngby, Denmark

### Korea Advanced Institute of Science and Technology (KAIST)

B.S in Industrial Design | Advisor. Sang-su Lee

Feb. 2018 - Feb. 2024

GPA 3.72/4.3 (Cum Laude)

Daejeon, Korea

## PUBLICATIONS

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### Posters & Conference Paper

- [p.2] **Nayeong Kim**, Yeonsoo Kim, Minha Lee, Yerin Lim and Sangsu Lee. **Unpacking the Hidden Impacts of Pre-Trip Travel Videos: Toward a More Balanced Viewing Experience.** *In ACM SIGCHI Conference on Designing Interactive Systems, DIS '25 (submitted)*
- [p.1] **Nayeong Kim\***, Heejae Bae\*, Sehee Lee and Takyeon Lee. **Bridging Bond Beyond Life: Designing VR Memorial Space with Stakeholder Collaboration via Research through Design.** *In Extended Abstracts of Conference on Human Factors in Computing Systems, CHI EA'25*
- [c.1] Jeesun Oh, **Nayeong Kim**, Yuchun Yan, and Sangsu Lee. **VOICON: Geometric Motion-based Visual Feedback in Voice User Interface.** *In ACM SIGCHI Conference on Designing Interactive Systems, DIS'24*

## RESEARCH & WORK EXPERIENCE

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### KAIST Next Interface Lab, Advised by Sang-Su Lee

Research Assistant

Feb. 2024 - present

Daejeon, Korea

- **UX/UI Redesign of Digital Learning Platform for Elementary Students** (with WoongjinThinkbig)
  - Served as Project Manager, conducted Heuristic analysis to figure out problems and defined UX/UI redesign directions. Facilitated ideation sessions to explore diverse design concepts to deliver final designs.
- **UX Trend Report Editor** (with NH Investment & Securities)
  - Researched and curated bi-monthly UX trends, publishing five internal reports that synthesized insights to inform design and business strategy.
- **Math Concept Learning Simulator UX/UI Design Project** (with Creverse)
  - Designed interfaces and interactions for educational math content, strategically incorporating nudges and affordances to foster intrinsic motivation and intuitive engagement in elementary students.
- **Behavioral Design Ideation Project using B=MAP Framework** (with NH Investment & Securities)
  - Conducted user behavior research using the B=MAP (Behavior = Motivation × Ability × Prompt) model to identify strategies for user engagement and retention. Designed and facilitated design workshops to generate behavior-driven service ideas, which were developed into refined concepts and wireframe-level proposals.

### KAIST Next Interface Lab, Advised by Sang-Su Lee

Undergraduate Researcher

Jul. 2023 - Aug. 2023

Daejeon, Korea

- **Namuh IPO Subscription UX/UI Redesign Project** (with NH Investment & Securities)
  - Conducted UX research to improve the IPO subscription experience in Namuh, mobile trading app (MTS). Analyzed competitor apps to benchmark IPO subscription flows, identified user pain points, and proposed UX/UI redesign concepts based on service flow evaluation and benchmarking insights.

- zoslee Studio** *Jul. 2022 - Aug. 2022*  
*Freelance Designer* Daejeon, Korea
- Participated in designing the webpage and mobile app for Girabee, a metaverse platform that transforms real-world spaces into shareable virtual environments through smartphone video capture.
- KAIST Next Interface Lab**, Advised by Sang-Su Lee *Aug. 2022 - Dec. 2022*  
*Undergraduate Researcher* Daejeon, Korea
- Yorkie SaaS Project** (*with NAVER*)  
 Participated as a team member and contributed to designing use case scenarios for multi-user collaboration using the CRDT (Conflict-free Replicated Data Type) algorithm.
- Lifelike** *Jan. 2021 - Jan. 2022*  
*Product Designer* Daejeon, Korea
- Planned and designed the product webpage and mobile application as the sole designer in an early-stage team. Participated in branding, including logo design, key color selection, and persona development.
- KAIST Next Interface Lab**, Advised by Sang-Su Lee *Aug. 2020 - Feb. 2021*  
*Undergraduate Researcher* Daejeon, Korea
- [c.1] Explored user experiences with geometric motion-based visual feedback in voice assistants through a participatory design workshop and video prototype evaluation, examining how visual attributes (shape, motion, and pattern) influence users' perception of conversational states.
  - iOS 14 widgets & Apple Watch app Design Project** (*with NH Investment & Securities*)  
 Conducted user research and competitive analysis, define design directions, and propose four widget features and one Apple Watch app concept.

## HONORS AND AWARDS

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- IF Award in Service Design** *May. 2024*  
 Designed a VR memorial service using the Research through Design (RtD) method. The service enables individuals to co-create personalized memorial spaces with loved ones before death, reflecting their identity and legacy.  
*(selected among 10,807 global submissions)*
- National Science & Technology Scholarship** *Nov. 2022*
- Dean's List in College of Engineering** *Fall 2020, Spring 2022*
- KAIST Academic Excellence Scholarship** *Fall 2019, Fall 2020*
- KAIST Alumni Scholarship** *2019 - 2023*

## SKILLS

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- User Study**  
 Participatory Design, Focus Group Interview, Usability Test, Contextual Inquiry, Diary Study, Cultural Probe
- Design and Media Creation**  
 UI tool : Figma, Miro, Sketch, Adobe XD, Protopie  
 Adobe : After Effects, Premier, Photoshop, Illustrator  
 Modeling tool : Fushion 360, Keyshot, Unity
- Language**  
 Korean (*Native*), English (*Fluent*)