JUNGWON SHIN
Product Designer and UX Researcher

New York, NY
(201) 966-1325
jungwon.shin98@gmail.com

EXPERIENCE

Chief Marketing Officer at Quus
Aug 2021 - Present

Use blockchain to decentralize the small business ecosystem and implement Non-Fungible Token to protect the book copyrights.
Led design strategy of Titanbooks. io marketplace. Conducted user research and created personas, user flows, information architecture, wireframes, and mockups.

UX Researcher at Athena
May 2021 - Aug 2021

Improve supply chain transparency, traceability, and verification of ethical sourcing practices with blockchain technology.
Researched the certification standards and critically evaluated whether they cover the firm's pillars: social, environmental, and ethical. Designed the web application's dashboard interface and collaborated with engineers in India for design feedback and product development.

HCI Researcher at UCSD
May 2019 - Aug 2019

Examined automated approaches to classifying data-centered talk and offered insights into how commenters convey their reasoning about data. Used text classification techniques and natural language processing to identify features related to the comments that contain data-centered talk, such as cosine similarity, hyperlinks, and comparison terms. Collaborated and coordinated with faculty and graduate students to publish the study.

Brian James McInnis, Lu Sun, Jungwon Shin, and Steven P. Dow. 2020. Rare, but Valuable: Understanding Data-centered Talk in News Website Comment Sections. Proc. ACM Hum.-Comput. Interact. 4, CSCW2, Article 174 (October 2020), 27 pages. DOI:https://doi.org/10.1145/3415245

Course Instructor at Cornell
Jan 2018 – May 2019

Offer hands-on product design experience to introduce design thinking and prototyping techniques.
Led and taught a 3-credit independent study course of fifteen students for three semesters at Cornell University. Organized two Creative Sprints and a Make-a-thon and facilitated workshops open to the public.

EDUCATION

Cornell Tech
Master of Engineering in Computer Science
May 2021 | GPA: 3.4

Cornell University
Bachelor of Science in Information Science
Concentration in UX
Minor in Business
May 2020 | GPA: 3.7

SKILLS

UX Design Skills

User-centered design
Interviews & surveys
Information architecture
Contextual inquiry
Thematic analysis
Wireframes & prototypes
Usability & A/B testing
Cognitive walkthrough
Heuristic evaluation

Design Tools

Adobe XD
Figma
Illustrator
InDesign
Invision
Sketch

Technical

HTML/CSS
Javascript
PHP
Python
SQL