

# JUNGWON SHIN

Product Designer and UX Researcher

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## 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