

SIWAN KIM

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RESEARCH INTERESTS

Human-Centered AI, Human-AI Collaboration, User Experience, Human-Centered Data Science, Future of Work

EDUCATION

University of Virginia, Charlottesville, VA, USA
Ph.D. student in Data Science

Aug 2025 - Present

Yonsei University, Seoul, Korea
M.S. in Information Systems (UX); GPA: 4.2/4.3

Mar 2020-Feb 2022

- Thesis: *User Experience of AI-based Personalized Recommendation System in Autonomous Vehicle* (Advisor: Junho Choi)
- Brain Korea 21(BK21) Research Scholarship, Academic Excellence Scholarship

Ewha Womans University, Seoul, Korea
B.S. in Content Convergence; GPA: 3.82/4.3

Mar 2016-Feb 2020

- Minor in Humanities, Cultural Arts and Media
- Dean's List for 3 semesters, One Asia Foundation Scholarship

PUBLICATIONS

Journal Articles

Siwan Kim, Junho Choi, and Hyunmin Kang. A study of user experience according to the information composition and display placement of eHMI at the pick-up stage of autonomous mobility on demand service. *Design Convergence Study* 20, 4, 79-92, 2021.

Hyorim Shin, **Siwan Kim**, and Junho Choi. Interaction design of synchronous online learning platform: experimental study on the interface prototypes for students' participation and cognitive absorption. *Journal of Digital Contents Society* 22, 2, 199-208, 2021.

Hyesun Kim, **Siwan Kim**, and Junho Choi. Robo-advisors UX design strategy to revitalize mobile financial investments: focused on anthropomorphism and interactivity. *Journal of Digital Contents Society* 21, 7, 1223-1232, 2020.

Books

Siwan Kim, Hyunmin Jung. *Get Started with Figma*. Seoul: Information Publishing Group, 2025.

Hyelin Choi, Hyewon Jeon, and **Siwan Kim**. *Hello, Adobe Photoshop & Illustrator 2022*. Seoul: Information Publishing Group, 2022.

Hyewon Jeon, **Siwan Kim**. *Hello, Adobe Photoshop 2021*. Seoul: Information Publishing Group, 2021.

Siwan Kim, Hyewon Jeon. *Empowering Work with Adobe Premiere Pro*. Seoul: Information Publishing Group, 2021.

CONFERENCE PRESENTATIONS

Oral Presentation

Siwan Kim, Gyoungghwa Na, and Soojin Jun. A study on ambient light design for non-driving related tasks in fully autonomous vehicles. *In Proceedings of HCI Korea 2023*.

Poster Presentation

Siwan Kim, Hyunjung Kwon, and Hyek Kim. Proposal of autonomous robot-based drive-through service. *In Proceedings of HCI Korea 2021*.

Hyorim Shin, **Siwan Kim**, and Junho Choi. A proposal of interaction design for synchronous online learning platform: experimental study on AI automation interface for students' participation and immersion. *In Proceedings of HCI Korea 2021*.

RESEARCH EXPERIENCE

AI & Mobility UX Lab, Yonsei University

Mar 2020-Jun 2020

- Analyzed connected car environments focusing on Hyundai Motors G80/GV80 models and Genesis connected services.
- Conducted a detailed analysis of voice-user interface, focusing on error recovery strategies and anticipated scenarios for future autonomous vehicles. *Convergence Research Review 2020 June vol.6 no.6*

UX Design & Research Lab, Ewha Womans University

Jul 2017-Dec 2019

- Participated in design research to develop UX/UI of the content creation platform and authoring tool 'Xelf'.
- Developed user scenarios and created service blueprints for IoT integrated service platform.

Digital Storytelling Center, Ewha Womans University

Mar 2016-Dec 2016

- Contributed to the organizing loglines and reconstructing scenarios on the storytelling authoring tool 'StoryTablo'.

RELEVANT WORK EXPERIENCE

User Experience Specialist, LG CNS, Seoul Korea

Jan 2022-Jun 2025

- *Employee Experience Improvement for KB KookminBank (10 months)*
Redesigned 560+ screens into 240 workflow-aligned interfaces, enhancing usability and efficiency. Conducted sprint-based usability tests to assess and refine the user experience.
- *HR Management System UX for Smilegate (4 months)*
Established the UX strategy to align the system with HR workflows, reducing 50+ disjointed menus to 20 task-oriented ones. Designed and defined the interface for all 20 revised menus, significantly improving usability and efficiency.
- *EX Improvement for LG Energy Solution (8 months)*
Developed and defined a new UX concept for LG Energy Solution's Employee Portal, serving over 10,000 users, and enhanced workflow efficiency. Contributed significantly to refining UI/UX improvements across 9 key systems.
- *Design System & UI/UX Guideline for LG Energy Solution (3 months)*
Implemented a UI/UX standardization strategy, analyzing current systems and defining screen patterns, facilitating the development and refinement of UI design assets and templates.
- *Digital Transformation Service Discovery (12 months)*
Actively engaged as a UX Subject Matter Expert (SME), employing a design-thinking approach to facilitate sessions in 6 workshops focused on logistics, metaverse, and finance. Played a pivotal role in creating UI prototypes and guiding participants to transform their ideas into user-centric solutions.

HMI Lab Researcher, Motrex, Seongnam, Korea

Jul 2021-Dec 2021

- Conducted usability tests and developed prototypes for Hyundai Motor Company's Next-Generation Digital Cockpit and Commercial Vehicle UX, deriving key insights to improve user experience.

User Experience Intern, LG CNS, Seoul, Korea

Jul 2020-Aug 2020

- Enhanced the UX/UI of a logistics digital twin system, developing a Figma prototype that contributed to the final product and earned a full-time offer.

UI Designer, Amoeba UX Agency, Seoul, Korea

Jan 2020-Feb 2020

- Led a project to design a fully autonomous shuttle bus UX for children, focusing on safety and interactive User Interface of infotainment.

Freelance Instructor

Jan 2018-Dec 2021

- Developed and conducted workshops on Adobe Illustrator and Premiere Pro for over 3 years.
- Collaborated with Frip, created an online video course on Premiere Pro and launched on Udemy Korea.

PATENTS & CERTIFICATIONS

System for User Experience of Financial Transaction for Senior
Service Experience Design Engineer
Brand Management Administrator III

Korean patent 10-2020-0023795
Korean Institute of Design Promotion 2022
Korea Brand Marketing Association 2022

LANGUAGES & SKILLS

Languages: English (TOEFL iBT 103, Aug 2024; Advanced Proficiency), Korean (Native)
UX/UI Design: Figma, Miro, Adobe Illustrator, Sketch, Adobe XD (Expert Proficiency)
Sound & Media Creation: Adobe Premiere Pro, Logic Pro X, Ableton, Adobe Photoshop, Blender (Advanced Proficiency)
Data & Programming: SPSS, Python (Intermediate Proficiency)

LEADERSHIP

Organizational Development Committee in CX Design Group, LG CNS	Jan 2024-Dec 2024
Student Representative, Entrance Ceremony for Freshman, Ewha Womans University	Feb 2018
Mentor for Freshman Mentoring Program 'DaWoori', Ewha Womans University	Mar 2017-Dec 2017
Department Representative of Dept. of Content Convergence, Ewha Womans University	Mar 2016-Feb 2017
Department Representative of Dept. of Art Theory, Korea National University of Arts	Mar 2014-Dec 2014