

Minha Lee

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Born in Seoul, Korea on July 20th, 1988. Female

Education

Eindhoven University of Technology

Ph.D. candidate, Human-Technology Interaction

Eindhoven

May 2016–Current

Current research interests encompass moral conflicts and moral emotions in relation to technology.

University of Amsterdam

M.Sc. in Information Science: Human Centered Multimedia, 7.9/10.0

Amsterdam

Aug. 2012–Aug. 2013

Main subjects: Intelligent interactive systems, knowledge engineering, internet information, mobile systems

Thesis entitled "Decision Making in the Era of Big Data" completed at Hewlett-Packard, the Netherlands.

Pratt Institute

B.F.A. in Digital Arts with a minor in Art History, 3.724/4.0 Honors

Brooklyn

Aug. 2008–June 2011

Main subjects: Visual narrative, digital animation, programming for animators, 3D printing

University of Minnesota, Twin cities

B.A. in Philosophy, 3.715/4.0

Minneapolis

Aug. 2007–Aug. 2008

Main subjects: Ancient Greek philosophy, analytic philosophy, aesthetics

Con-current enrollment at Normandale Community College and Prior Lake High School through Minnesota's Post-Secondary Education Option (PSEO) from 2006 to 2007.

Publications

- Lee, M., Kim, J., Truong, K., de Kort, Y.A.W., Beute, F., IJsselsteijn, W.A. (2017). Exploring moral conflicts in speech : multidisciplinary analysis of affect and stress. Seventh International Conference on Affective Computing and Intelligent Interaction, 23-26 October 2017, San Antonio, Texas
- Lee, M., Frank, L.E., Beute, F., de Kort, Y.A.W. and IJsselsteijn, W.A. (2017). Bots mind the social-technical gap. Proceedings of 15th European Conference on Computer-Supported Cooperative Work, 28 August - 1 September 2017, Sheffield, United Kingdom
- Kolkmeier, J., Lee, M. and Heylen, D. (2017). Gaze and moral conflicts in VR : university employees address grade disputes with a virtual trainer. Proceedings of the 17th International Conference on Intelligent Virtual Agents, 27-30 August 2017, Stockholm, Sweden
- Lopez, A., Ratni, A., Trong, T.N., Olaso, J.M., Montenegro, S., Lee, M., Haider, F., Schlogl, S., Chollet, G., Jokinen, K., Petrovska-Delacretaz, D., Sansen, H. Torres, M.I. (2016). Lifeline dialogues with Roberta. Proceedings of the FETLT 2nd International Workshop on Future and Emerging Trends in Language Technologies, Machine Learning and Big Data, 30 November - 2 December 2016, Seville, Spain Dordrecht: Springer.
- Lee, M., Schlogl, S., Montenegro, S., Lopez, A., Trong, T.N., Olaso, J.M., Haider, F., Chollet, G., Jokinen, K., Petrovska-Delacretaz, D., Sansen, H. Torres, M.I. (2017). First time encounters with Roberta : a humanoid assistant for conversational autobiography creation. CTIT Proceedings of the University of Twente

Leadership and Awards

- Co-organizer of Morality as Cooperation symposium at TU Eindhoven. Nov. 2017
- Co-organizer of the 2016 PhD School for the 4TU network (Technical universities of the Netherlands). Oct. 2016.
- President of DIGIT, a digital arts club at Pratt Institute. 2010-2011
- Excellence in Academic Achievement Award. 2011
- Barrett Endowed Scholar, teaching assistantship (2,000 USD). 2010-2011
- Pratt Institute Merit Scholarship (40,000 USD, of which only 30,000 USD was spent). 2008-2011

Teaching Experience

- Teaching assistant - Automotive Human Factors at TU Eindhoven. Fall 2017

- Teaching assistant - Quantified Self at TU Eindhoven. Spring 2017
- Teaching assistant - Brain, Body, and Behavior at TU Eindhoven. Spring 2017
- Bachelor End Project supervisor at TU Eindhoven. 2016-2017
- English teacher - FTK English Institute in Seoul, Korea. 2011-2012
- Teaching assistant - Department of Digital Arts at Pratt Institute. 2010-2011

Work Experience

Teach 'n Go - EdTech startup

Freelance Growth Hacker,

Remote

Nov. 2015 –Feb. 2016

- Search and social media advertising
- Email marketing
- A/B testing for optimization
- Market and competitor research
- Data analysis and reporting
- Blogger outreach

Zazzy - 3D printed Jewelry startup

Growth Analyst,

Amsterdam

Nov. 2014–Sept. 2015

- Establishing collaborations with artists and designers for releasing 3D printed wearables
- Organizing events for user testing of new functionalities
- Market and competitor research
- Data analysis and reporting
- Identify and target social influencers on Youtube and other vlogging/blogging platforms
- Design and execute B2B partner marketing campaigns

Samsung and Cheil Benelux

Data Strategist,

Delft and Amsterdam

Dec. 2013–Oct. 2014

- Defined and measured KPIs for digital brand presence
- Optimized Ecommerce for higher customer conversion
- Managed and implemented Qlikview (BI analytics tool)
- Communicated data driven business strategies to internal and external parties
- Aligned agency and client perspectives on digital strategy weekly and monthly

Museumtickets.nl

Marketing Consultant - contract hire,

Amsterdam

Aug. 2013–Nov. 2013

- Integrated social media for cohesive online branding
- Redesigned e-tickets, vouchers, and online banner ads
- Prepared presentation materials for B2B partners and potential clients
- Coordinated events at partner locations such as the Stedelijk museum
- Planned B2B networking opportunities for fashion and museum professionals

Hewlett-Packard

Personal Big Data Intern,

Amstelveen

Mar. 2013–August 2013

- Researched ways to contextualize big data for end users
- Reviewed theories to test on decision making and information interaction
- Conducted semi-structured interviews within HP and with C-level clients
- Delivered end-results as recommendations for portfolio enhancement

Languages

English: Native

Korean: Native

Dutch: Beginner

Organizational skills

- Strength in cross-cultural communication and culturally sensitive interactions
- Focus on group-building results and simplifying complex organizational tasks
- Finding global perspectives for local problem solving scenarios