

# Minkyong Kim

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## EDUCATION

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**Northwestern University**- B.S. in Communication Studies with Departmental Honors, Sept. 2015 - Present  
Cognitive Science Minor,  
Integrated Marketing Communications (IMC) Certificate

**GPA:** 3.81

**Relevant Coursework:** Communication and Technology, Human-centered Service Design, Technology and Human Interaction, Audience Analysis

**University of Southern California** – B.A. in Communication August 2014 - May 2015

**GPA:** 3.88

**Honors:** Alpha Lambda Delta

Lambda Pi Eta

Dean's List - Every Eligible Semester

## WORK EXPERIENCE

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**Collaborative Technology Lab, Northwestern University** Sept. 2017 – Dec. 2017

*Undergraduate Research Assistant*

- Helped monitor overall data collection processes in a research study examining the various online and offline strategies people engage in when asking questions (Google Q&A Project)
- Assisted graduate students with behavioral coding and other tasks 8-10 hours per week

**Social Media Lab, Northwestern University** Jan. 2016 – June 2017

*Undergraduate Research Assistant*

- Examined how specific features on different social media platforms afford and constrain self-presentation, how users perceive such elements, and how they influence impression formations of users
- Behaviorally coded qualitative data to capture Twitter users' understanding of and perceptions towards algorithms (#RIPTwitter Project)
- Worked with graduate students on projects 8-10 hours per week to review and edit survey content, post flyers, and provide feedback/suggestions for conference papers

**Annenberg School for Communication and Journalism, USC** Jan. 2015 - May 2015

*Undergraduate Research Assistant, COMM 494*

- Researched how non-Communication majors generally view communication as an academic discipline with group of 7 other students
- Collaborated in designing survey questions through Qualtrics to collect data and analyzed results through SPSS

## ACADEMIC PROJECTS

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**Undergraduate Honors Thesis** Jan. 2017 – Dec. 2017

*Communicating with Reactions: The role of self-presentational concerns in disclosing emotional reactions on Facebook*

Advisor: Darren Gergle

**Human-Centered Service Design, Northwestern University** April 2016 – June 2016

- Worked as team of three to design a stress relief service for Northwestern students
- Used research techniques such as journey mapping, service blueprinting, and rapid prototyping in the design process

**Human and Technology Interaction, Northwestern University** April 2016 – June 2016

- Worked as a team of six to design an application that facilitates gift-choosing and purchasing
- Used techniques such as contextual inquiry, heuristic evaluations, and prototyping tools Justinmind/POP

## SKILLS

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- Skills: SPSS, HTML, CSS, rapid prototyping, Microsoft Powerpoint, Excel, R