

Minkyong Kim

minkyongkim2018@u.northwestern.edu • (213) 304-7580 • Northwestern University • Evanston, IL 60201

EDUCATION

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

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

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

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

ACADEMIC PROJECTS

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

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

SKILLS

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