

RUBY KIM

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UX/UI RESEARCHER

EDUCATION

University Of Michigan

Ann Arbor, Michigan

Masters of Science in Information | 2021
UX/UI Research and Design, HCI
GPA: 4.0

Kookmin University

Seoul, South Korea

Bachelor of Business Administration | 2018

SOFTWARE & SKILLS

- **Languages:** English, Korean, Japanese
- **Programming:** Python, R, HTML, CSS, JavaScript, Visual Studio C+
- **Designing:** Adobe Photoshop, Illustrator, Sketch, Adobe XD, Adobe Premier Pro, InVision
- **Research & Marketing:** Google Adwords, Google Analytics

SPECIAL SKILLS

- Conducting/Organizing Interviews
- Organizing data
- Analyzing user research
- Video making/editing
- Making prototypes
- Sales Marketing strategies

RELEVANT CLASSES TAKEN

- SI 501 (Contextual Inquiry and Consulting Foundations)
- SI 520 (Graphic Design and Visual Communications)
- SI 588 (Fundamentals of Human Behavior)
- SI 582 (Introduction to Interaction Design)
- SI 622 (Needs Assessment and Usability Evaluation)

EXPERIENCE

Human-AV (automated vehicle) interaction(GSRA)

RESEARCH ASSISTANT | FEBRUARY 2021 -

- Assisted Prof. Xi Jessie Yang with a study on automated vehicle design.
- Analyzed relevant literature to come up with the effective Forward Collision Warning display.
- Prepared necessary materials and led the weekly meetings.
- Will conduct user testing based upon the UX designs that I came up with.

HCI Lab - HAIL Corporation(Human Artificial Intelligence)

UX DESIGNER | SEPTEMBER 2019 - JULY 2020

- Assisted Prof. Jinwoo Kim in Yonsei University, South Korea with a study on digital therapeutics (Mobile healthcare)
- Cooperated with software engineers and developed an AI chat-bot that supports text-based cognitive training games in order to prevent dementia for elderly users
- Analyzed qualitative user data and improved data visualization skill
- Created/Designed mental health games using Artificial Intelligence

HCI Lab & The HCI Society of Korea

UX/UI DESIGNER | JUNE 2019 - AUGUST 2019

- Developed an AI service for personal mobility apparatus that recommends specific routes, necessary information to users and allows them to share them on social media
- Conducted 100 user interviews and analyzed interview data (Drafted interview protocols)
- Performed as a team leader of MOTD (Mobility Of The Day) and created a high-fidelity prototype

Booking.com

CUSTOMER DATA MANAGEMENT | JUNE 2018 - MARCH 2019

- Gathered the user data, analyzed user experience, and improved customer experience based on the research
- Came up with new strategies that could resolve the problems for the guests and the partners on various topics such as: additional travel advice, modifications, cancellations, and complaints
- Participated in customer data management with international agents from overseas headquarters such as Singapore, Netherlands, Australia, and China