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

Kookmin University
Seoul, South Korea

Bachelor of Business Administration | 2018

SOFTWARE & SKILLS

- Languages: English, Korean, Japanese
- Programming: Python, R, HTML, CSS, 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

EXPERIENCE

HCI Lab - HAII Corporation(Human Artificial Intelligence)
RESEARCH ASSISTANT | SEPTEMBER 2019 - JULY 2020

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

HCI Lab & The HCI Society of Korea
UX/UI RESEARCHER | JUNE 2019 - AUGUST 2019

- Developed an AI service for personal mobility apparatus that recommends specific routes to users and allows them to share them on social media
- Conducted 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

USK Manufacturing, Inc
SALES MANAGEMENT | AUGUST 2016 - AUGUST 2017

- Carried out rival research, market research, and customer research by using Google Adwords and Google Analytics
- Provided customized products based on user's needs and achieved sales performance of more than $40,000 in value