Youngjin Kwon

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Research Interest

Human-computer interaction, data visualization, UX Research, Chatbots, UX design

Education

Seoul National University, Seoul, South Korea *2019.03 ~ 2021.08*
MA in Communications (HCI major)
- Advisor: Prof. Joonhwan Lee, hci+d lab (hcid.snu.ac.kr)

Seoul National University, Seoul, South Korea *2014.03 ~ 2019.02*
BA in Textiles, Merchandising and Fashion Design
- Cum Laude (GPA: 3.61/4.3)
- Dual Major in Information, Science and Culture

Erasmus University Rotterdam, Rotterdam, Netherlands *2016.09 ~ 2017.01*
- Exchange student

Korean Minjok Leadership Academy, Gangwon-do, South Korea *2011.03 ~ 2014.02*

Professional Experiences

Product Designer at Naver *2022.01 ~ current*

Product Designer Intern at Naver *2021.11*

UX Research Intern at pxd, a UX consulting group in South Korea *2021.08 ~ 2021.10*
- User interview & insight report on global IT service localization
- UX Writing guideline research for finance app

Research Assistant for SNU Big Data Institute *2019.09 ~ 2020.02*
- Role: Assistance for textual data analysis (NLP, Python)

Undergraduate Affairs Staff for the Interdisciplinary Major for Information, Science and Culture *2019.09 ~ 2020.02*
- Program director: Prof. Joonhwan Lee, Vice Director: Prof. Hwajung Hong
- Role: Managing undergraduate courses, managing undergraduate students from enrollment to completion of the major, and supporting students and instructors with affairs

Game artist for mobile game *Panda-Bee* *2017.12 ~ 2018.05*

Research & Project Experiences

Visualization project on disability representation in Korean movies (link) *2020.09 ~ 2021.01*
- Role: Data-driven methods (face++ API), data analysis (Python), interactive visualization (d3.js, HTML/CSS/Javascript), managing project

Designing a chatbot for consulting diet program customers *2020.03 ~ 2021.03*
- hci+d lab funded project by *Juvis Diet Center (Korea)*
- Role: Classify customer persona based on consulting text data, design UX of personalized counseling chatbot(dialogue flow, prototype QA, etc)

Designing a chatbot for providing professional support to sexual crime victims *2019.09 ~ 2021.05*
- hci+d lab funded project by *Ministry of Science and ICT (Korea)*
- Role: User research, chunk down user scenarios into functional dialog modules, design dialogue flow, chatbot prototype QA, user tests with chatbot prototype and reflect user feedback

Fashion designer of SNU Graduate fashion show *2017.05 ~ 2017.10*

Publications	**Thesis**

Thesis

Exploring the effects of narrative visualization story structure on visualization comprehension, engagement and recall

- Abstract: Narrative visualization(interactive visualization stories) is being actively produced by journalists, yet there lack empirical evidence on how different visualization stories affect reading experience. This study took the perspective that visualization stories generate interplay between author and reader, and defined 'author driven' and 'reader driven' storytelling with narrative visualization elements, e.g. level of interactivity, textual and visual guidance, scene order. The researcher designed and built interactive visualization websites and conducted an online experiment to evaluate how different narrative elements affect reader experience in terms of subjective and behavioral(user log) measures. Study results imply a trade-off in interactivity between drawing reader's attention and cognitive load, and possible benefits of providing 'customizing options' to match readers' needs based on personal traits and context of use.

Posters

Hyeok Kim, Haesoo Kim, **Youngjin Kwon**, Hansol Jang, Soomin Lee, Joonhwan Lee. (2019). The Implementation of MiRO, a Media-as-Place Computer Game. *In* Companion Publication of the 2019 on Designing Interactive Systems Conference 2019 Companion (DIS '19 Companion). 219-223.

- Role: UI design of a virtual OS for an online game designed for this research, and poster presentation at ACM DIS '19 conference (link)

(Translated) Youjin Hwang, **Youngjin Kwon**, Jieun Lee, Sori Joo. (2019). Design thinking at public libraries: Guidelines for gathering feedback during design thinking processes. In HCI Korea 2019 Conference Poster Presentation.

- Role: Assistant of design thinking seminar at National Library of Korea

Honors & Awards	**Graduate student grant**, BK21 FOUR "Educational foundation for open and accountable AI Media"	*2020.09 ~ 2021.02*
	Lecture & Research Scholarship, SNU	*2020.03 ~ 2020.08*
	On-campus work-study program, SNU	*2019.09 ~ 2020.02*
	2nd Prize (Team), 4th Youth CSR Conference CSR Strategy Competition, *UNGC Network Korea*	*2018.11*
	1st Prize (Team), Bachelor's Thesis Presentation Awards, *SNU*	*2018.07*
	Honorable design, SNU Graduate Fashion Show Design Awards	*2017.11*

Leadership & Volunteer Experiences	**Conference student volunteer** at ACM ISS (Interactive Surfaces and Spaces) Conference • Role: Photographer and conference organizer	*2019.11.10 ~ 11.13*
	Student committee in the Interdisciplinary Major for Information, Science and Culture • Role: Student vice president, laboratory assistant, and organizing committee of ISC semester final project exhibition	*2018.05 ~ 2019. 02*
	Volunteer work at Habitat for Humanity, Korea • Role: Student committee of Seoul Nat'l. Univ. College Chapter of Habitat for Humanity	*2014.03 ~ 2016.02*

Skills	NLP (Natural Language Processing) with Python (Intermediate)
	Data analysis and visualization with d3.js, HTML/CSS/Javascript (Intermediate)
	UI design and prototyping with Adobe Illustrator, Photoshop, After Effects, XD, Figma (Advanced)
	UX design research with survey, interviews, contextual inquiry, usability testing, etc.
	Languages: Native fluency in Korean and English (U.S. citizenship)