

Eunsol Choi

UX RESEARCHER · DESIGN ENGINEER

☎ (+82) 1075141388 | ✉ jupiteraca@yonsei.ac.kr | 🏠 solchoe.com | 📷 solthe

Summary

Design technological integration to everyday life based on human-centered design principle.

Affective HCI | Sentiment analysis | UX Research | Multisensorial Design | Ubiquitous computing

Education

Yonsei University

B.S. IN INFORMATION AND INTERACTION DESIGN

- Honor Roll 2020
- Expecting Feb. 2022

Seoul, South Korea

Mar. 2016 - Feb. 2022

Yonsei University

B.S. IN FOOD AND NUTRITION

- Major GPA: 3.83/4.3
- Overall GPA: 3.61/4.3

Seoul, South Korea

Mar. 2018 - Feb. 2022

Publications

The Effect of Multi-sensorial Interface on Food Familiarity and Willingness to Try [PDF]

Submitted

EUNSOL CHOI, YOUNAH KANG. IN INTERNATIONAL JOURNAL OF DESIGN.

Nov. 2021

- Identified need and potential efficacy of sensory exposure on food neophobia, an extreme aversion to novel food items.
- Proposed a novel sensory workshop as a multi-sensorial design guideline.
- Constructed and installed a multi-sensorial kiosk for a field experiment. Obtained statistical significance on food familiarity and intent to try.

What Happens to My Instagram Account After I Die? Re-imagining Social Media as a Commemorative Space for Remembrance and Recovery [PDF]

Bari, Italy

SOONHO KWON, EUNSOL CHOI, MINSEOK KIM, SUNAH HWANG, DONGWOO KIM, YOUNAH KANG. IN IFIP CONFERENCE ON

HUMAN-COMPUTER INTERACTION, PP. 449-467. SPRINGER, CHAM, 2021.

Aug. 2021

- Explored current stance on online commemoration and designed a novel commemorative space on social media.
- Oral presenter at the online conference.

BEHIND CHICKEN RATINGS: An Exploratory Analysis of Yogiyo Reviews Through Text Mining [PDF]

Seoul, South Korea

JUNGYEOM KIM, EUNSOL CHOI, SOOHYUN YOON, YOUNGJIN LEE, DONGWHAN KIM. IN JOURNAL OF THE KOREA CONTENTS

ASSOCIATION.

Nov. 2021

- Explored texts in review data and ratings of a food delivery application and discovered ways to elevate review credibility and usefulness.

Brainstorming With an AI chatbot: Does Its Personality Matter Among Extraverted and Introverted Co-workers? [PDF]

Submitted

YOUNAH KANG, GEONHEE LEE, SONGI KIM, EUNSOL CHOI. IN INTERNATIONAL JOURNAL OF HUMAN-COMPUTER INTERACTION.

Oct. 2021

- Observed human-AI collaboration behaviors on brainstorming.
- Designed AI personas that are introverted and extraverted and identified interactions according to participant personalities.

Work Experience

Research Assistant

DESIGN FOR EXPERIENCE LAB

- One and only lab in UX design at Yonsei. Engaged in multiple research projects, and a publication.

Songdo, South Korea

Jan. 2021 - Present

Teaching Assistant

TECHNO-ART DIVISION CAPSTONE PROJECT (TAP4001-02-00) & INTERACTION DESIGN (IID3004-01-00)

- Organized and launched the CAPSTONE Gala Night for over 80 students.
- Designed several workshops and performed mentorship on students from Information and Interaction Design.

Songdo, South Korea

Feb. 2021 - Jul. 2021

Co-founder of Skincare Business

MAKEUPFOOD

- Patent developer of the key ingredient millennial grass, a locally grown cactus in Korea.
- Leader designer, UX researcher.
- Gained government funding and recently launched in Amazon Mexico.

Monterrey, Mexico

Aug. 2019 - Dec. 2020

Salesperson

ONDAY COSMETICS

- Engaged with business meetings with major retailers in Mexico on Korean skincare.
- Contracted and launched in 340 stores at Sally Beauty Mexico.

Seoul, South Korea & CDMX, Mexico

Jan. 2018 - Feb. 2020

Research Intern

INC MTY.

- The biggest and most influential entrepreneurial festival in Latin America.
- Worked at a speakers management department, managed speakers data and occasionally worked on brochure designs.

Monterrey, Mexico

Aug. 2018 - Dec. 2018

Honors & Awards

2020.12	Honor Roll , Yonsei University, Awarded to 3% of the outstanding students	Seoul, South Korea
2020.6	SK Sunny Entrepreneurship Award , SK Sunny, Awarded to teams growing social enterprise for 6 months	Seoul, South Korea
2019.1	Gold Medal , National Taekwondo Competition, Given to the athlete with highest score in Poomsae	Puebla, Mexico
2018.12	Award of Excellence , Tec de Monterrey, Given to two most outstanding students in extracurricular class	Monterrey, Mexico
2017.12	2nd Place , Social Innovation Capstone Project, Given to second most innovative solution to social issues.	South Korea

Service & Leadership

2019.9	Food Technology Summit & Expo , Volunteer at Korea Pavilion	Guadalajara, MX
2018.10	Adobe Suite Workshop Tutor , Free weekly workshop open to all Residential College students	Songdo, S. Korea
2018.8	Residential College RA , Assisted and mentored Yonsei freshmen students	Songdo, S. Korea
2018.7	Design Factory Global Network DFK Leader , Served as a leader of Korea in the global network	Songdo, S. Korea
2017.6	Junior High English Tutor , Taught at an underdeveloped region of Indonesia	Makassar, Sulawesi

Key Projects

Sentiment Anomaly With News Pattern

YONSEI BIG DATA CONFERENCE

- Detected sentiment anomaly after text mining over 60k blog posts, observed its sentimental trend in relation to news article.

Seoul, S.Korea

2021.7

Automated Beer-Food Pairing Website

YONSEI BIG DATA CONFERENCE

- Processed taste data on 19 types of beer, generated recommendation algorithm to embed into a website

Seoul, S.Korea

2021.1

Multi-sensorial Packaging Exhibition

GRADUATION PROJECT

- Proposed a packaging design that sensorially induces unhealthy perceptions to a healthy bag of potato chips.

Seoul, S.Korea

2020.12

Skills

Discover

TO COLLECT QUALITATIVE AND QUANTITATIVE DATA AND ESTABLISH EMPATHY

- Interview, Questionnaire, Focus group, Diary studies, Participatory design, Field research, Observation, Web Scraping, Text Mining

Analyze

TO ANALYZE QUALITATIVE AND QUANTITATIVE DATA AND EXTRACT FINDINGS

Thematic analysis, Atlas.ti, NLP, SPSS, Sentiment analysis, Tableau, Plotly, Pandas and NumPy(Python), Quantitative Analysis

Ideate

TO MAP THE FINDINGS AND DESIGN SCENARIOS

- Journey map, Persona and Scenario, Storyboarding, Wireframe sketch, ML Algorithms

Prototype

TO SHOWCASE AND PROVIDE TANGIBLE SOLUTIONS

- Full stack web development, Adobe Suite, HTML/CSS/JS, Backend(Django, React), Rhino, Arduino, 3D Printer, Laser Cutter, Figma

Evaluate

TO TEST FUNCTIONALITY, ACCEPTANCE AND USABILITY

- A/B Testing, Usability Testing, Interview, Data Visualization, Data Analytics