Eunsol **Choi**

HCI RESEARCHER · DESIGN ENGINEER

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Summary

Design technology 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

Seoul, South Korea
Mar. 2016 - Feb. 2022

- Honor Roll 2020
- Expecting Feb. 2022

Yonsei University
B.S. IN FOOD AND NUTRITION

Seoul, South Korea
Mar. 2018 - Feb. 2022

- Major GPA: 3.83/4.3

Publications

The Effect of Multi-sensorial Interface on Food Familiarity and Willingness to Try [PDF]
EUNSOL CHOI, YOUNAH KANG. IN INTERNATIONAL JOURNAL OF DESIGN.

Submitted
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 design 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]
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.

Bari, Italy
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]
JUNGYEOM KIM, EUNSOL CHOI, SOOHYUN YOON, YOUBEEN LEE, DONGWHAN KIM. IN JOURNAL OF THE KOREA CONTENTS ASSOCIATION.

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

Submitted
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

Songdo, South Korea
Jan. 2021 - Present

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

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

Songdo, South Korea
Feb. 2021 - Jul. 2021

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

Co-founder
MAKEUPFOOD

Monterrey, Mexico
Aug. 2019 - Dec. 2020

- 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.

Salesperson *Seoul, South Korea & CDMX, Mexico*

OnDay Cosmetics *Jan. 2018 - Feb. 2020*

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

Research Intern *Monterrey, Mexico*

INC Mty. *Aug. 2018 - Dec. 2018*

- 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.

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 *Seoul, S.Korea*

YONSEI BIG DATA CONFERENCE *2021.7*

- Detected sentiment anomaly after text mining over 357k blog posts, observed its sentimental trend in relation to news article.

Automated Beer-Food Pairing Website *Seoul, S.Korea*

YONSEI BIG DATA CONFERENCE *2021.1*

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

Multi-sensorial Packaging Exhibition *Seoul, S.Korea*

Graduation Project *2020.12*

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

Skills

Discover

To collect quantitative and qualitative 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

Implement

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