# SOOJIN LEE

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## EXPERIENCE

### Computational Approaches to Modeling Language Lab

**Research Assistant | NYU Abu Dhabi**   Jun 2022 - Present

- Initiated adapting AI video dialogue system into a caregiving tool that assists seniors with cognitive decline
- Conducted a video-avatar experiment of 100+ participants and investigated the role of AI in facilitating the real-time conversation between the participants and the video recordings of other people

### Digikraft.io (Blockchain Solutions Startup)

**UX Engineer | Brooklyn, New York**   Apr 2022 - Oct 2022

- Led a team of 5 to design and develop a NFT Marketplace with an artist commission feature trusted by 1900 + users and 250 + signed up artists; and secured USD 1.1 M valuation for the seed funding
- Revamped a product homepage and achieved 68% user growth within a week by focusing on user engagements and elegant design that is in line with current trends

### User Experience Designer at NYUAD

**Student Assistant | NYU Abu Dhabi**   Jan 2022 - May 2022

- Evaluated the Information Architecture of NYU Abu Dhabi Student Portal of 3000+ users, conducted card-sorting with 20 diverse students and provided data-driven UX recommendations
- Improved 2000+ students' housing application process by enhancing the discoverability of Housing Portal from Student Portal, eliminated 4 clicks, by usability testing and making UX suggestions with mockups

### Hallpass Studios

**UX Researcher | New York University**   Jun 2021 - Dec 2021

- Produced Citation, a 20-minutes long serious web-adventure game designed to support the academic integrity training for NYU students
- Playtested 50+ students with different level of game experiences, analyzed realtime player data on firebase, and made solution-driven iterations to optimize the play experience and knowledge acquisition

## TECHNICAL PROJECTS

**Personal Website:** https://www.soojinlee.info

**Explore NYUAD**   Multiplayer Web-Game

- Built a real-time web-based game where the players explore the NYU Abu Dhabi campus to play 2-player games using JavaScript, p5.js, Socket.IO, Node.js and trained the data with ML5.js

**Names Around the World**   Gamified Data Visualization

- Developed a data visualization of information about names around the world using the two APIs, animated the display, and gamified the interaction using JavaScript

**Citation**   Educational Web-Adventure Game

- Created an episodic mobile and desktop web-game using Godot engine to help NYU students learn academic integrity concepts

## EDUCATION

### NYU Abu Dhabi

**B.A. Interactive Media**

Minors in Computer Science and Film and New Media

Aug 2019 - May 2023

Cumulative GPA: 3.97

**Selected Coursework**

- Introduction to Computer Science
- Discrete Mathematics
- Human-Centered Data Science
- Programming from A-Z
- Politics of Code

**Project Documentation**

- https://github.com/Soojin-Lee0819

## SKILLS AND EXTERNAL COURSEWORK

**Introduction to Python Programming**

Coursera, UPenn | 2022

**Computational Thinking for Problem Solving**

Coursera, UPenn | 2022

**Strong Language**

CSS, JavaScript, React.js

**Familiar Language**

Python, Git

## LEADERSHIP & ACHIEVEMENTS

**Blockchain Collective**

Co-leader, Founding Member

Initiated and organiezd events on blockchain and cryptocurrency for the students at NYU Abu Dhabi

**Interactive Media Lab**

Student Lab Assistant

Assisted undergraduate students with their creative coding projects from ideation, design, and development

**The James Dyson Award**

Project Manager

Innovated and produced MVP of the slip-safety bathroom stickers and competed at 2020 James Dyson Award