Interaction designer / thinking creative

Soyeon Hwang

Diverse user research experiences, unique perspectives, strong concepts

Interaction designer @ Sociomantic Labs, gmbh, Germany (2015 - current)

Translate complex business requirements into a user-friendly web + mobile interface
Understand ad-tech ecosystem, analyze the business strength and ideate next products
Initiate & lead user research across global offices and promote user-centered design

Freelance web designer @ Spain, Italy, Brazil, Argentina (2014 - 2015)

Design B&B's websites while backpacking around Europe and South America
Accommodate specific business needs and communicate with clients from varying culture

Research assistant @ Carnegie Mellon Robotics institute, USA (2014)

Interview visually impaired population to understand the navigation journey
Design a concept and a prototype for the pre-navigation / learning mobile app

Design consultant @ Platypus, LLC, USA (2013)

Interview local farmers to understand how tech can benefit the farming practices
Design a prototype for real-time water monitoring platform

Design researcher @ Carnegie Mellon HCI Institute, USA (2011 - 2013)

Chelada project (Google funded) : design a context-aware task management
mobile app that facilitates task sharing & communication
Engage project (DARPA funded) : code pre-K children's play behavior and design
socio-emotional assessment for children based on storyboarding

Research assistant @ Health & Human Performance Lab, Carnegie Mellon Univ, USA (2010 - 2011)

Design and study experiments related human performance by analyzing
cognitive, emotive and physiological responses measured by fMRI, ERG, HRV

Education

Master of Advanced Studies in Interaction Design @ SUPSI, Switzerland (2014 - 2015)

Learn by doing collaborative hands-on projects in physical computing
Quick prototyping projects with strong focus on design methodology
- Shortlisted for Red Dot Design Concept Award
- 1st place Business Idea Competition by Swiss Technology and Innovation Commission
- Concept and People's Choice Award in Converge Hackathon by Google and Frog

Bachelor of Science in Human Computer Interaction and Cognitive Science (2010 - 2013)
@ Carnegie Mellon University, USA

Explored courses and seminars across various disciplines
including architecture, design, computer science, psychology
- Psi Chi Honor Society, Dean's Honor List

I am really good at

Ideation, turning insights into the tangible concepts
User research, especially listening to the users and extracting insights
Visualizing thoughts and ideas quickly

Comfortable with

Sketch, Adobe Suite (Photoshop, XD, Illustrator)
HTML5 + CSS3 (a bit of JS), Python, Arduino

Let's
interact

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