Sooyeon Park

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Education

University of Michigan   Ann Arbor, Michigan | Aug 2022 - Apr 2024
Masters of Science in Information (Human-Computer Interaction and UX Design)

Korea Advanced Institute of Science and Technology (KAIST)   Daejeon, South Korea | Feb 2017 - Feb 2022
Bachelor of Science in Industrial Design   GPA: 3.80/4.3   Cum Laude

Experience

UX Research & Design Intern, Ringle   Seoul, South Korea | Apr 2022 - Jul 2022
- Planned and introduced a foundational qualitative user research structure for understanding the customer base and their current painpoints on Ringle product.
- Consolidated qualitative data from in-depth interviews with quantitative data working with data scientists, to analyze customer behavior patterns through implementation of thematic analysis.
- Built customer journey maps based on three personas which led to establish marketing and design strategy.

Undergraduate Researcher, CIxD Lab in KAIST   Daejeon, South Korea | Mar 2021 - Feb 2022
- Conducting research on 'Quick-Witted Interface: Exploring Creative Facility of Voice Conversational Agent Response in Task-Oriented Dialogue' to suggest respond design implication of conversational agent
- Designed and conducted diary study and semi-structured follow-up interviews with 14 participants, coded data with thematic analysis.

Research Assistant, UX Lab in Seoul National University   Seoul, South Korea | Sep 2020 - Oct 2020
- Paricipated in research on the 'Prediction of Common Space Congestion Using Sensor Data' project, by designing and building a hi-fi prototype using React.js and creating UI/UX for the mobile application.
- Compiled all necessary data and outcomes that would later be published as a completed study in HCIK.

UX Designer, NHIS - KAIST UX Design Research Center   Daejeon, South Korea | Mar 2020 - Jun 2020
- Conducted a survey and focused group interview and found a new investment service business opportunity targeting Millennials.
- Designed value-oriented robo-advisor service collaborating with product designers and investment portfolio managers from NH Investment & Security (NHIS).
- Won three international design awards and established subsequent ESG investment product ideas for NHIS

Award & Recognition

Red Dot Award 2021   Germany | Aug 2021
Winner in Communication Design, App ↗

iF Design Award 2021   Germany | Apr 2021
Gold Award in Service Design ↗
Winner in UI Design ↗

Skills

UX/UI Design · Storyboarding · Wireframing · Prototyping · User Research · Semi-structured Interview · Affinity Diagraming · Thematic Analysis · Figma · Photoshop · Illustrator · Premiere Pro · After Effect · Fusion360 · Keyshot · Pythton · Javascript · React.js · HTML · CSS