

Sooyeon Park

Product Designer

<https://syn7515.github.io>

+1-734-834-7894

sooyeon7515@gmail.com

EXPERIENCE

Ringle / UX Research & Design Intern

Apr 2022 - Jul 2022 | Seoul, South Korea

- 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 to analyze student behavior patterns through implementation of thematic analysis.
- Built customer journey maps based on three personas: office workers with low motivation, office workers with high motivation, and undergrad/grad students.

ClxD Lab, KAIST / Undergraduate Researcher

Mar 2021 - Feb 2022 | Daejeon, South Korea

- 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.

User Experience Lab, Seoul National University / Research Assistant

Sep 2020 - Oct 2020 | Seoul, South Korea

- Assisted 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.

Pavilion / Product Designer

Dec 2019 - Mar 2020 | Seoul, South Korea

- Recruited local teachers and conducted competitive research, user research, and beta test interviews online with them.
- Designed Minimum Viable Product (MVP) for artificial intelligence vocal analysis software from scratch.
- Planned and constructed UX system and brand identity.

EDUCATION

University of Michigan

2022 - 2024 | Ann Arbor, MI

Master of Science in Information
(Human-Computer Interaction and UX Design)

Korea Advanced Institute of Science and Technology (KAIST)

2017 - 2022 | Daejeon, South Korea

Bachelor of Science in Industrial Design

GPA: 3.80/4.3 Cum Laude

SKILLS

Design

UX/UI Design, Wireframing, Prototyping, User Research, Affinity Diagraming, Thematic Analysis, Storyboarding

Tools

Figma, Sketch, Photoshop, Illustrator, Adobe XD, Premiere Pro, After Effect, Javascript, React.js, HTML, CSS, Word, Excel, Keynote

HONERS & AWARDS

Red Dot Design Award 2021

Aug 2021 Communication Design, App, Winner

iF Design Award 2021

Apr 2021 Service Design, Gold Award

Apr 2021 UI Design, Winner
