YEJOON YOO

yy937@cornell.edu

RESEARCH INTERESTS

Human-Computer Interaction, Human-Centered AI, Personalized Learning, Immersive Technologies

EDUCATION

Cornell University, Ithaca, New York   08/2022 — 05/2023
Master of Professional Studies in Information Science   GPA 3.786/4.3

Parsons School of Design, New York, New York   08/2017 — 05/2022
Bachelor of Fine Arts in Communication Design   GPA 3.91/4.0
Minor in Creative Coding   Dean's List

PUBLICATIONS

Just Look at Them! Encouraging Teacher Gaze Behavior Self-Reflection through Data Visualizations in Virtual Reality
Yejoon Yoo, Jonathan Segal, Aleshia Hayes, Andrea Stevenson Won.
2024 CHI Conference on Human Factors in Computing Systems. ACM, 2024. ***[CHI'24]***

- Investigated the impact of different data visualizations on teacher behavior in virtual classrooms, finding that a bar graph visualization had a significant effect on improving nonverbal teaching behavior but increased cognitive workload
- As first author, designed study, prototyped VR teaching simulator, generated visualizations to examine participants' head movements associated with their gaze behavior, and analyzed cognitive load with NASA TLX measures and usability testing

The Effects of Avatar Gender on Ratings of Reconstructed Teaching (Submitted)
Yilu Sun, **Yejoon Yoo**, Hyunju Kim, Yeonju Jang, Xianyi Li, Rimjhim Singh, Yuqing Wu, Wei Yang, Aleshia Hayes, Andrea Stevenson Won.
Nature Scientific Reports, 2024.

- Explored how the perceived gender identity of teachers affects viewer's perception of teaching quality through nonverbal behavior
- As second author, created survey, ran experiments, and wrote the sections for literature review and methods of the paper

EXPERIENCE

Virtual Embodiment Lab, Cornell University   Ithaca, New York
Research Assistant   09/2022 - Present

- Researched embodied AI simulation to explore how social AI agents can simulate conflict and teach conflict resolution strategies in various scenarios
- Researched innovative visualization techniques for VR teaching simulations and designed interactive spatial experiences, including gaze data visualizations
- Analyzed qualitative and quantitative data to examine user behavioral patterns and interactions across various simulated environments

Softberry   Seoul, South Korea
UX Researcher   05/2022 – 08/2022

- Created new user experiences for an Electric Vehicle (EV) mobile app with 300K users by designing map interactions, increased the user satisfaction rate, and lowered the search time
- Used user-centric research methodologies, such as contextual inquiry, usability testing, concept assessment, and competitive analysis, to share accessible insights and improve design processes for new features

RippleAI   Seoul, South Korea
Product Designer + UX Researcher   10/2020 – 11/2021

- Built multiple features for 4 Speech-to-Text (STT) AI products, boosted user satisfaction rate and decreased task completion time by using user-centered design methods
- Established data practices, performed quantitative analysis of user data, and articulated complex user insights to improve user satisfaction and efficiency in the end-to-end workflows

NeoLAB Convergence Seoul, South Korea
UI Designer 05/2020 – 09/2020

- Created 3 website projects and 10+ promotional videos for NeoLAB e-commerce sites and apps, and increased website visit rate with the updated visual design
- Leveraged and contributed to an existing design system to ensure consistent designs across different platforms

TEACHING

Cornell University - Graduate Teaching Research Specialist Ithaca, New York
Course: Human-Computer Interaction Design 01/2023 - 05/2023

Parsons School of Design - Coding Tutor Specialist New York, New York
HTML, CSS, JavaScript, Interaction Design 09/2019 - 12/2019

AWARDS & SCHOLARSHIPS

Merit-Based Scholarship (Parsons School of Design) New York, New York
Four-Year Scholarship 2017 - 2022

Dean's List (Parsons School of Design) New York, New York
Academic Excellence 2017 - 2022

Happy School Art Contest (UNESCO) Bangkok, Thailand
1st Place 2016

Freedom of Speech Art Competition (The Amnesty International) Bangkok, Thailand
2nd Place 2015

SKILLS

Programming: Python, R, C#, HTML, CSS, JavaScript, VueJS
Research: Interview, Survey (Qualtrics, Prolific) A/B Testing, Usability Testing, Data Analysis, Experimental Design
Software: Unity, Adobe Creative Suite, Figma, Sketch, Principle, InVision, Zeplin, Cinema 4D, Maya