

# YEJOON YOO

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## RESEARCH INTERESTS

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

## EDUCATION

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**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

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### 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

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**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

**Information Science Department, Cornell University** Ithaca, New York  
MPS Application Reader 01/2024 – 03/2024

- Reviewed and evaluated applications, including statements, resumes, transcripts, and recommendation letters, to determine alignment with program criteria and candidate fit
- Applied a holistic approach to evaluating candidates by considering academic performance, professional experience, and personal qualities such as leadership, creativity, and problem-solving abilities

<b>Softberry</b> <i>UX Researcher</i>	Seoul, South Korea 05/2022 – 08/2022
<ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul>	

<b>RippleAI</b> <i>Product Designer + UX Researcher</i>	Seoul, South Korea 10/2020 – 11/2021
<ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul>	

<b>NeoLAB Convergence</b> <i>UI Designer</i>	Seoul, South Korea 05/2020 – 09/2020
<ul style="list-style-type: none"><li>• 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</li><li>• Leveraged and contributed to an existing design system to ensure consistent designs across different platforms</li></ul>	

## TEACHING

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<b>Cornell University</b> - Graduate Teaching Research Specialist <i>Course: Human-Computer Interaction Design</i>	Ithaca, New York 01/2023 - 05/2023
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<b>Parsons School of Design</b> - Coding Tutor Specialist <i>HTML, CSS, JavaScript, Interaction Design</i>	New York, New York 09/2019 - 12/2019
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## AWARDS & SCHOLARSHIPS

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<b>Merit-Based Scholarship (Parsons School of Design)</b> <i>Four-Year Scholarship</i>	New York, New York 2017 - 2022
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<b>Dean's List (Parsons School of Design)</b> <i>Academic Excellence</i>	New York, New York 2017 - 2022
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<b>Happy School Art Contest (UNESCO)</b> <i>1st Place</i>	Bangkok, Thailand 2016
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<b>Freedom of Speech Art Competition (The Amnesty International)</b> <i>2nd Place</i>	Bangkok, Thailand 2015
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## SKILLS

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**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