

# Yoko Urano

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## Research Interest

I am interested in understanding the aesthetic experience through quantitative measures. Specifically, I am interested in what variables in a design contribute to impressions of beauty, cultural variations in aesthetic preferences, and more fundamental topics concerning what structures and circuits in the brain allow humans to experience a visual stimulus as “aesthetically pleasing”.

## Research Experience

### Research Assistant Tsukuba University AI Lab

November 2020 – August 2021

The AI lab is led by Dr. Kenji Suzuki and focuses on cybernetics and social interaction engineering.

- Designed a new user interface for an app to be used with HugBits, a haptic communication device developed by the lab.
- Designed and ran a usability test for the overall HugBits system.

### Undergraduate Research Assistant , TLAB

September 2019 – May 2020

TLAB (social perception lab) is led by Dr. Alexander Todorov. The lab focuses on high level perceptual phenomena; e.g., impression formation, aesthetics.

- Regular attendance and contribution to weekly lab meetings.
- Collecting and analyzing data for my research on visual hierarchy.

### ReMatch+ Program

June 2019 – August 2019

ReMatch+ is a summer program that pairs undergraduates with graduate students to conduct research.

- Worked with Aaron Kurosu (Ph.D. candidate) to explore a graphic design principle known as “visual hierarchy.”
- Found empirical evidence that people will look at graphic design similarly when they find it designed well.

## Education

**Bachelor of Arts, Psychology** Princeton University

Expected May 2023

**Certificate, Visual Arts** Princeton University

Expected May 2023

**Diploma** Shibuya Kyoiku Gakuen Shibuya Senior High School

March 2018

## Professional & Academic Experience

**Social Chair** Club Ultimate Frisbee

November 2021 – Present

Organized and executed team bonding events.

**Treasurer** Japanese Students Association

September 2021 – Present

Maintained budget and wrote funding applications for events.

**Designer** The Unmasked Project November 2020 – Present

The Unmasked Project is a student-built app that provides a supportive, anonymous community for college students and aims to facilitate conversations about mental health.

- Designed a rebranding of social media
- Designed marketing materials, including GIFs, flyers, and email templates

**Intern** TELL Japan September 2020 – January 2021

TELL is an NPO that provides mental health services and education to the international community in Japan.

- Designed flyers and social media graphics for events
- Maintained the TELL Twitter account
- Gathered and organized updated information about healthcare in Japan for the TELL website
- Analyzed Facebook engagement data and identified key predictors for engagement
- Recorded and edited a guided meditation for publication on TELL's social media

**Graphic Designer** Student Design Agency October 2018 – May 2020

Designed posters, logos, etc. for on-campus organizations and departments.

**Publicity Chair** Club Ultimate Frisbee June 2019 – May 2020

Designed promotional material and maintained social media.

**Social Chair** Japanese Students Association January 2019 – May 2020

Planned and organized social events.

**Graphic Designer** Princeton University Science Olympiad September 2019 – February 2020

Designed promotional material and social media graphics.

Poster Presentations**Visual Hierarchy Relates to Impressions of Good Design** September 2021

International Association of Empirical Aesthetics Conference

**Visual Hierarchy Relates to Impressions of Good Design** May 2021

CHI Workshop "Eye Movements as an Interface to Cognitive State"

**Good Visual Hierarchy is Good Design** August 2019

ReMatch+

Distinctions**Scholar** Yanai Tadashi Foundation December 2017 – Present

The Yanai Tadashi Foundation International Scholarship Program provides financial support to Japanese students in their studies at overseas universities.

**Student Judge** Princeton Research Day May 2019

Princeton Research Day is an annual event that showcases student research at Princeton.

**German Book Prize** German Department, Princeton University April 2019

The Book Prize is awarded to students in recognition of achievement in the study of German.

Languages

**English** fluent  
**Japanese** fluent  
**German** conversational  
**R** intermediate  
**JavaScript** intermediate  
**HTML** intermediate  
**CSS** intermediate  
**Python** beginner

#### Software

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**Adobe Illustrator** intermediate  
**Adobe InDesign** intermediate  
**Adobe AfterEffects** intermediate  
**Adobe Dimension** beginner  
**Blender** intermediate