

# Min Shin

UX Researcher | SK planet | Euljiro 2-ga, Seoul, South Korea  
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## EXPERIENCE

### SK Planet

User Experience Researcher

Seoul, Korea

Mar. 2016 - Present

- SKT T map (2018 - present)
  - Collaborated with business stakeholders to improve user engagement of 'Driving Pattern' providing behavioral analytics on driver and benefit of insurance.
  - Analyzed usage data and conducted the rapid user studies for the redesign. After updates, the number of active users increased over 300%.
  - Awarded to Special Contribution in 2018
- SKT Total Transportation Service (2017)
  - Developed design strategies and identified opportunities for combining current transportation services.
  - Conducted iterative usability testings in product development to solve user needs.
- Studio X project (Internal Corporate Venturing Process) (2017)
  - Researched the experience of middle-aged users with a focus on information seeking and sharing behaviors.
- SKT COOKIZ Platform (2016)
  - Analyzed information gained from usage data of current childcare mobile service.
  - Efficiently provided reports on a week turnaround to inform further product decisions and strategies.
- SKT Platform Business Development (2016)
  - Conducted generative and evaluative user research across multiple projects to deliver actionable insights to business stakeholders in developing new services.

### pxd Inc.

Senior User Experience Consultant

Seoul, Korea

Mar. 2014 - Feb. 2016

- Designed and conducted user research with qualitative and quantitative methods to derive design strategies.
- Led and conducted field research in U.S., India, and Japan.
- Constructed wireframes and interactions based on research findings.
- Worked with a variety of clients including Samsung Electronics, LG Electronics, SK Telecom, Twitter Korea, MiraeAsset Securities, BalanceHero and SapientNitro.

### Yonsei Institute of Convergence Technology

Graduate Researcher - Human Computer Interaction

Seoul, Korea

Mar. 2012 - Feb. 2014

- Designed and researched the online advertising interaction model in the context of social media
- Issued online advertisement system and methods patents in Korea and U.S
- Presented at CHI 2013, HCI international 2013

### Korea Smart Card Co., Ltd

Business Analyst - Business Alliance Team

Seoul, Korea

Dec. 2010 - Jan. 2012

- Strategic analyst managing business plans and sales strategies of RF payment system
- Proposed business models of unified RF payment system of festivals and universities

### University of Washington

Undergraduate Research Assistant - Early Childhood Cognition Lab

Seattle, WA

Apr. 2009 - Jun. 2009

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## EDUCATION

### Yonsei University

M.S. in Engineering, School of Integrated Technology

Human Computer Interaction

Seoul, Korea

Mar. 2012 - Feb. 2014

### Yonsei University

B.A. in Psychology and Business

Seoul, Korea

Mar. 2006 - Feb. 2011

### University of Washington

Exchange Program

Seattle, WA

Jan. 2009 - Jun. 2009

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## HONORS & AWARDS

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<b>IF Design Award</b> Discipline : Communication *Smart Neo MTS / Mobile Trading System	2017
<b>National Scholarship</b> The Ministry of Science, ICT and Future Planning, Korea *Full funding for graduate tuition, monthly stipend, dormitory fee and travel expense. *Granted Approx. \$100,000.	2012 - 2014
<b>T-Honor</b> Korea Smart Card Co., Ltd *Special Contribution for Operational Excellence Q1/Q2	2011
<b>Global Mobile Service Ecosystem Research</b> YISIA   1st class winner (\$2,000)	2009

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## PUBLICATIONS

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<b>M. Shin</b> , D.Y. Ju. "Online Advertising as a New Story: Effects of User-Driven Photo Advertisement in Social Media". <i>Lecture Notes in Computer Science on Human Computer Interaction (HCI International'13)</i> .	2013
<b>M. Shin</b> , D.Y. Ju. "Tab Friend's Photo: Design of Engaging Advertising Experience in Social Media". <i>Proceedings of ACM Conference on Human Factors in Computing Systems on Designing Social Media for Change (CHI'13)</i> .	2013
<b>M. Shin</b> , D.Y. Ju. "Social Curated Advertising Content Model on Facebook". <i>Proceedings of International Conference on Convergence Contents (2012)</i> .	2012
<b>M. Shin</b> , D.Y. Ju. "The Viral Effectiveness of Real-Time Communication on Facebook in Music Festival Marketing". <i>Proceedings of International Conference on Convergence Contents (2012)</i> .	2012
<b>M. Shin</b> , D.Y. Ju. "Consumer-Created Marketing: Conceptual Model Based on Self-Expression and Self-Referential Perception Process". <i>Proceedings of Society of Ergonomics Korea (2012)</i> .	2012

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## PATENTS

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"Online advertisement system and online advertisement method", D.Y. Ju., <b>Y. M. Shin</b> . U.S. Patent WO2014065466A1, Application	Issued 2014
"System and method for online advertisement", D.Y. Ju., <b>Y. M. Shin</b> . Korea Patent KR101499536B1, Grant	Filed / 2015 Issued / 2012

\* Owned 85% of patent shares as the first inventor  
\* All patents have been transferred to DNASOFT CO Ltd (2016)

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## SKILLS

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<b>UX Research</b>	• Research design, usability studies(remote/lab), experiments, survey design, interviews, contextual inquiries, field research, heuristic evaluation, card sorts, statistical analysis, affinity diagramming, persona development, journey mapping, literature reviews, SPSS, R(basic).
<b>UX/UI Design</b>	• Storyboards, Wireframes, Information Architecture, Sketch
<b>Programming</b>	• HTML, CSS, Javascript(basic)