

Min Shin

User Experience 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 Car Navigation service (2018 - present)
 - Designed and executed user studies for integrating ads & commerce and improving user engagement
 - Delivered actionable insights based on a thorough analysis of quantitative and qualitative research data
 - Collaborated with stakeholders throughout the product development cycle to develop the driving pattern feature resulted in increased active users and car insurance purchase
 - Awarded to Special Contribution in 2018
- SKT Total Transportation Service (2017)
 - Developed design strategies and identified opportunities to combine existing transportation applications
 - Conducted iterative usability testings to investigate user needs and product usability
- SKT Child-Care 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
- New Business Development department (2016)
 - Initiated generative user research to identify target users across demographics to help stakeholders discover new business opportunities

pxd Inc.

Senior User Experience Consultant

Seoul, Korea
Mar. 2014 - Feb. 2016

- Designed, planned and conducted user research to identify user needs across multiple projects
- Organized and led international research studies involving cross-functional stakeholders, and field logistics in the U.S., India, and Japan
- Delivered in-depth research insights through synthesizing qualitative and quantitative data
- 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 patents of online advertisement system and methods in Korea and U.S
- Presented research 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

- Assisted lab experiments in preparation

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

HONORS & AWARDS

IF Design Award

Discipline : Communication

*Smart Neo MTS / Mobile Trading System

2017

National Scholarship

The Ministry of Science, ICT and Future Planning, Korea

*Granted Approx. \$100,000.

*Full funding for graduate tuition, monthly stipend, dormitory fee and travel expense.

2012 - 2014

T-Honor

Korea Smart Card Co., Ltd

*Special Contribution for Operational Excellence Q1/Q2

2011

Global Mobile Service Ecosystem Research

YISIA | 1st class winner (\$2,000)

2009

PUBLICATIONS

M. Shin, D.Y. Ju. "Online Advertising as a New Story: Effects of User-Driven Photo Advertisement in Social Media". *Lecture Notes in Computer Science on Human Computer Interaction (HCI International'13)*.

2013

M. Shin, D.Y. Ju. "Tab Friend's Photo: Design of Engaging Advertising Experience in Social Media". *Proceedings of ACM Conference on Human Factors in Computing Systems on Designing Social Media for Change (CHI'13)*.

2013

M. Shin, D.Y. Ju. "Social Curated Advertising Content Model on Facebook". *Proceedings of International Conference on Convergence Contents (2012)*.

2012

M. Shin, D.Y. Ju. "The Viral Effectiveness of Real-Time Communication on Facebook in Music Festival Marketing". *Proceedings of International Conference on Convergence Contents (2012)*.

2012

M. Shin, D.Y. Ju. "Consumer-Created Marketing: Conceptual Model Based on Self-Expression and Self-Referential Perception Process". *Proceedings of Society of Ergonomics Korea (2012)*.

2012

PATENTS

"Online advertisement system and online advertisement method", D.Y. Ju., **Y. M. Shin**. U.S. Patent WO2014065466A1, Application

Issued
2014

"System and method for online advertisement", D.Y. Ju., **Y. M. Shin**. Korea Patent KR101499536B1, Application

Filed / 2015
Issued / 2012

* Owned 85% of patent shares as the first inventor

* All patents have been transferred to DNASOFT CO Ltd (2016)

SKILLS

UX Research

- Research design, usability studies(remote/lab), experiments, survey design, interviews, contextual inquiries, field research, heuristic evaluation, card sorts, qualitative and quantitative data analysis, statistical analysis, A/B testing, affinity diagramming, persona development, journey mapping, literature reviews, SPSS, R(basic)

UX/UI Design

- Storyboards, Wireframes, Information Architecture, Sketch

Programming

- HTML, CSS, Javascript(basic)