

# 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

- AI & Mobility department (2017 - present)
  - Designed and moderated end to end user studies to improve user engagement across projects at the intersection of AI and mobility including the Driving pattern on T map
  - Conducted iterative usability testings to investigate user needs and product usability
  - Collaborated with stakeholders throughout the product development cycle to prioritize research questions and better serve business needs
  - Delivered actionable and impactful insights based on a thorough analysis of quantitative and qualitative research data
  - Developed design strategies to identify opportunities considering business requirements and technical constraints
  - Awarded to Special Contribution in 2018
- New Business Development department (2016 - 2017)
  - Initiated and executed generative user research to identify target users across demographics to help stakeholders discover new business opportunities
  - Analyzed usage data gained from related existing services
  - Efficiently provided reports on a week turnaround to inform further product decisions and strategies

### 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, planned, 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

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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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### 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

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## PUBLICATIONS

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**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

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## PATENTS

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"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)

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## SKILLS

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### 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)