

JOOSUNG KIM

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Objective To pursue research in human-computer interaction and cognitive UX design, focusing on how AI interfaces influence user perception, engagement, and learning experience.

Education **M.F.A., Interaction Design Major (2025)**

Hongik University, Seoul, Republic of Korea

GPA: 4.00

Research Focus: Human-Computer Interaction

Thesis title: The Impact of AI English Conversation Interface Types on User Experience

B.F.A., Visual Communication Design (Specialization : UX Design) (2023)

Yeungnam University, Gyeongsan, Republic of Korea

GPA: 3.52

Focus on Human-Computer Interaction; Human-Centered AI

Interface Design; Affect-Aware Computing

IT Usability; Usability Evaluation; User Experience

UX Research, UX Design, User-Centered Product Design

Adaptive Systems; Cognitive Engineering; Trust in Automation

Publications **Kim, J., & Yun, J. (2025). Analyzing user experience differences by anthropomorphism type in AI-powered English Conversation Apps. *KSDS Design Works [KCI]*.**

Kim, J., & Yun, J. (2025). User experience across conversation interfaces in AI English-speaking chatbots: A moderation analysis of Individual Proficiency. *KSDS 2025 Spring International Conference Proceedings*.

Experience	Product Designer (March 2024 – April 2025) Blockwave Labs Co., Ltd. Seoul, South Korea
	<ul style="list-style-type: none">Conducted user research and cognitive load analysis for blockchain-based interfaces (JEFF, NEXTON), focusing on usability and trust for novice users unfamiliar with crypto ecosystems.Applied human-centered design methodologies to streamline complex staking and NFT workflows, resulting in a 12% increase in onboarding completion.Designed adaptive UX flows integrating feedback loops and gamification principles to enhance user engagement and reduce decision fatigue.Collaborated cross-functionally with developers and PMs to iteratively test and refine prototypes using Figma-based design systems and usability evaluations.
	Contract UX Designer (Dec 2023 – Jan 2024) Maxerve Co., Ltd. Seoul, South Korea
	<ul style="list-style-type: none">Developed a consistent visual information system to improve cross-departmental communication and usability of internal materials.Conducted heuristic evaluation and iterative refinement sessions to enhance interface clarity and recognition speed among internal users.
	Contract UX Designer (Jan 2023 – Mar 2023) Limomed Seoul, South Korea
	<ul style="list-style-type: none">Designed and evaluated dental kiosk interfaces for clinical environments, improving interaction flow and task efficiency.Collaborated with dentists and developers to conduct informal usability testing and gather qualitative feedback for system improvement.
	Graphic Intern Designer (Dec 2021 – May 2022) DOP Studio Daegu, South Korea

- Designed a user-friendly digital menu system for in-store kiosks and improved readability through information hierarchy optimization.
- Assisted in brand communication design projects integrating visual cognition and layout usability principles.

Awards

- Cooperative Scholarship (Merit-based, GPA ≥ 3.5)** (March 2025)
Graduate School of Film, Digital Media & Communication, Hongik University
- Cooperative Scholarship (Merit-based, GPA ≥ 3.5)** (August 2024)
Graduate School of Film, Digital Media & Communication, Hongik University
- Cooperative Scholarship (Merit-based, GPA ≥ 3.5)** (August 2023)
Graduate School of Film, Digital Media & Communication, Hongik University
- Honorable Mention, 28th International Communication Design Competition** (September 2022)
Korea Society of Communication Design (KSCD)
- Excellence Award, Samsung Electro-Mechanics YouTube Content Contest**
(July 2021)
Samsung Electro-Mechanics Co., Ltd.

Certifications

Professional

- Service and Experience Design Engineer** (December 2022)
National Technical Qualification, Korea Institute of Design Promotion (KIDP)

Other

- 2nd Poom Black Belt in Taekwondo** (November 2008)
Kukkiwon (World Taekwondo Headquarters), Seoul, Republic of Korea
- Korean History Proficiency Test – Level 3** (November 2021)
National Institute of Korean History, Republic of Korea

Professional Training

- Service Design Jam, Korea Institute of Design Promotion** (March 2025)
- Rocket UX Bootcamp, LIKELION** (January 2024)
- TECHit Design School, LIKELION** (September 2023)

Volunteering Experience Assisted with exhibition setup for JIAF and Korea Environmental & Ecological Design Exhibition (December 2017)
Participated in senior dining and after-school tutoring programs supporting local welfare initiatives (2016 – 2017)

Extracurricular Activities Heum Design Supporters (1st Cohort) (January 2022 – May 2022)
SK Hynix University Sports Content Creator (4th Cohort) (October 2021 - March 2022)

Language English (Upper-Intermediate Proficiency)
Korean (Native)

Skills

Research Methods

- **Qualitative:** Ethnographic Study, User Interview, Usability Testing, A/B Testing, Scenario-Based Design
- **Qualitative:** Experimental Design, Survey Design, Statistical Analysis (SPSS, Excel)

Technical & Design Tools

- **Design & Prototyping:** Figma, Adobe Creative Suite (Illustrator, Photoshop, After Effects), Framer
- **Frontend Development:** HTML, CSS, JavaScript (React / Next.js), Tailwind CSS
- **Data Visualization:** Chart.js, Recharts, D3.js (basic)

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