

YEIN JO

UX Researcher & Designer

EDUCATION

- Aug 2017 **Carnegie Mellon University, Entertainment Technology Center(ETC)**
- May 2019 *Master of Entertainment Technology*
Pittsburgh, United States
- Aug 2017 **Yonsei University, Information and Interaction Design**
- May 2019 *Bachelor of Science*
Seoul, Korea

ACADEMIC PROJECTS

- Fall 2017 **Building Virtual Worlds, ETC, Programmer**
- Participated in creating five games, each completed in two weeks with different five-person teams
 - Developed virtual worlds in Unity, with platforms including PC, Vive, and Hololens
 - Designed game UI components and instructions for the intro
- Fall 2015 **Interface Design, Yonsei University**
- Participated in a team project, B-Slide, a smartphone application that helps users read bookmarks
 - Researched users' bookmarking behaviors by conducting in-depth interviews, creating personas and scenarios, extracting requirements, setting up use cases and task flows, and drawing UI map
 - Designed wire frame by using Power point as a final prototype
- Spring 2014 **User Experience prototyping, Yonsei University**
- Conducted a solo project, Connecting, a smartphone application that enables users create their own virtual character, play around with, and create memories by taking photos with their characters
 - Researched users' desire regarding virtual characters by conducting in-depth interviews, creating personas, and generating context scenario
 - Designed a prototype of UI images, laser cut for a physical mock-up, and created a concept video

EXPERIENCE

- Dec 2015 **Office of Research Affairs, Yonsei University, UX researcher**
- Aug 2017
- Developed an evaluation tool to enhance visitor experience of interactive exhibits in museums in a team of 10
 - Visited 14 museums, interviewed visitors and museum experts focusing on the relationship among visitors, exhibits, and space
 - Designed 7 volumes of booklets How to Design Interactive Exhibits in Museums

CONTACT

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SKILLS

Research

Affinity Diagram, Contextual Inquiry, Focus Group, Interview, Journey Map, Narrative Flow, Persona, Requirement Extraction, Survey, Task Flow, Use Case

Design

Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Autodesk 3ds Max, InVision

Programming

C, C#, HTML, CSS, Unity, XCode

AWARD

Herald Design Tech 2015 Finalist The Korea Herald

- Created a reading mobile application with features of a tree character that represents users' reading status
- Conducted user test focusing on how users react to the changes of tree and built an interaction model
- Designed a web based mobile app as a final prototype

PUBLICATIONS

Users' Affective Response to Furniture Design Based on Public Openness.

Jo, Y., Yim, J., Park, H., & Kang, Y. (2017, July). In *International Conference on Human Aspects of IT for the Aged Population* (pp. 264-274). Springer, Cham.

Smartphone Lock-screen Interface Design to Facilitate Return for Cross-service Bookmarks.

Song, H. R., Jo, Y., Han, S., Lee, H. J., & Kwon, H. (2016, January). In *Proceedings of HCI Korea* (pp. 436-443). Hanbit Media, Inc.