

Jennifer Yejoon Yoo

UX Designer, UX Researcher

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6466293513

Skills

Software: Adobe Creative Suite, Figma, PowerPoint, Sketch, Principle, InVision, Zeplin, Unity, Cinema 4D, Maya

Research: Interview, Survey (Qualtrics, Prolific), A/B Testing, Usability Testing, Data Analysis, Experimental Design

Programming: Python, R, C#, HTML, CSS, JavaScript, VueJS

Education

Master's in Information Science, 08/2022 – 05/2023

Cornell University, Ithaca, New York

Bachelor's in Communication Design, 08/2017 – 05/2022

Parsons School of Design, New York, New York

Honors

Merit-Based Scholarship, Parsons School of Design, 2017 – 2022

Dean's List, Parsons School of Design, 2017 – 2022

Happy School Art Contest, UNESCO (1st Place), 2016

Freedom of Speech Art Competition (2nd Place), The Amnesty International, 2015

Work Experience

Cornell University, Ithaca, New York 09/2022 – Present
Research Assistant

- Led a project on embodied AI simulation to explore how social AI agents can simulate conflict and teach conflict resolution strategies in various scenarios
- Led a project on innovative visualization techniques for VR teaching simulations and designed interactive spatial experiences, including gaze data visualizations (paper accepted to CHI'24)
- Analyzed qualitative and quantitative data to examine user behavioral patterns and interactions across various simulated environments

Cornell University, Ithaca, New York 01/2023 – 05/2023
Graduate Teaching Assistant

- Successfully guided students through the user research and design of interactive prototypes for the course Human-Computer Interaction Design
- Facilitated 15+ mentoring sessions for group projects

Softberry, Seoul, South Korea 05/2022 – 08/2022
UX Researcher

- Created a new mass-market consumer mobile product experience for an Electric Vehicle (EV) mobile app with 300K users by designing map interactions, increased the user satisfaction rate by 20%, and lowered the search time by 18%
- Utilized user-centric research methodologies and collaborated with cross-functional teams to drive design solutions and influence product strategy by visualizing mobile experiences and creating concise design deliverables.

RippleAI, Seoul, South Korea 10/2020 – 11/2021
Product Designer, UX Researcher

- Built multiple features for 4 Speech-to-Text (STT) AI products, boosted user satisfaction rate by 21%, and decreased task completion time by 15% using user-centered design methods
- Facilitated communication with stakeholders and cross-functional teams by sharing design practices, customer insights, vision storytelling, and design systems thinking

NeoLAB Convergence, Seoul, South Korea 05/2020 – 09/2020
Visual Designer

- Created 3 mass-market consumer web product experiences and 10+ promotional videos for NeoLAB e-commerce sites and apps, and increased website visit rate with the updated visual design
- Worked with like-minded UX designers to contribute to existing visual systems and best design practices (illustrations, iconography, typography, and layout)

Parsons School of Design, New York, New York 09/2019 – 12/2019
Coding Tutor

- Reviewed web/app projects and assisted students with design prototyping and web development

Languages

- **English** – Full Professional Proficiency
- **Korean** – Full Professional Proficiency

Publications

Just Look at Them! Encouraging Teacher Gaze Behavior Self-Reflection through Data Visualizations in Virtual Reality.

Yejoon Yoo, Jonathan Segal, Aleshia Hayes, Andrea Stevenson Won.

2024 CHI Conference on Human Factors in Computing Systems. ACM, 2024. [CHI'24]

- Investigated the impact of different data visualizations on teacher behavior in virtual classrooms, finding that a bar graph visualization had a significant effect on improving nonverbal teaching behavior but increased cognitive workload
- As first author, designed study, prototyped VR teaching simulator, generated visualizations to examine participants' head movements associated with their gaze behavior, and analyzed cognitive load with NASA TLX measures and usability testing