

JEESUN OH

HCI RESEARCHER & PRODUCT DESIGNER

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EDUCATION

2018. 08.
– 2025. 02

Ph.D. Industrial Design (ID KAIST), College of Engineering

Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea

- Human-Computer Interaction (HCI) Researcher
- Next Interface Lab. (Prof. Sangsu Lee) <https://www.nextinterfacelab.org/>
- Coursework, GPA 4.24 / 4.5 (32)

* 2020. 02 – 2023. 03

**A 2-year leave of absence for work experience and returned to school*

2014. 09.
– 2015. 12.

MSc Digital Design and Branding, College of Engineering and Design,

Brunel University, London, United Kingdom (Federation of the University of London)

- **The Dean's Prize** for Innovation and Impact in a Master's Dissertation
Subject: Photo Archiving and Display System (2015. 12. 09)
- Graduated with Merits, GPA 3.88 / 4.5 (180)

2014. 03
– 2014. 07

Intensive Chinese Language Course, Peking University, Beijing, China

2008. 03. 01
– 2014. 02. 24

BA Human Environment and Design¹, College of Human Ecology

BBA Business², School of Business (Double Major)

Yonsei University, Seoul, Korea

- ¹GPA 4.32 / 4.5 (55) (Rank: 1 / 30)
- ²Early Graduation with Honors, GPA 4.12 / 4.5 (127)

WORK EXPERIENCE

2021. 05. 21
– 2023. 03. 25
(1 year 11 months)

UX/UI Designer, Google ATAP (Advanced Technology and Projects)

UX/UI Designer, Design team, Full-time Temporary (Contract)

- Product design of the health-tracking wearable device and mobile app
- Gesture interaction design of the wearable wristband

2016. 03. 21
– 2017. 12. 31
(1 year 8 months)

UX Designer, Handstudio (Digital Product Agency)

UX Team, Service Strategy Group, Full-Time

- UX/UI design of various digital products: TV, tablet, web, mobile apps
- Client: Samsung Electronics, Blizzard, Riot Games, etc.

INTERN & EXTRACURRICULAR ACTIVITIES IN COLLEGE

2012. 02. 02 – 2012. 07. 31 (6 months)	Intern, KOTRA (Korea Trade-Investment Promotion Agency) Service Industry Department, Full-Time Internship http://www.kotra.or.kr/ <ul style="list-style-type: none">Organized B2B Trade Markets: Korea Media Contents Market (KMCM), Canton Fair 100% LondonMediated communication between foreign buyers and Korean companies for the global trade market in the Service Industry, including design, animation, characters, games, dramas, movies, and music
2010. 12. 31 – 2011. 06. 01 (6 months)	YG Idealist, YG Entertainment (Record Label and Talent Agency) Future Strategy Team, Undergraduate Marketers Program <ul style="list-style-type: none">Proposed marketing strategies to promote 2NE1's comeback and concerts for PSY and the YG Family

PUBLICATIONS & RESEARCH FUND

Work in Progress	"Hello, This is a Voice Assistant Calling": When a Voice Assistant Calls with a Voice Indistinguishable from a Human on an Ordinary Day <u>Jeesun Oh</u> , Yunjae Choi, and Sangsu Lee DIS Paper 2025 (Under Review)
Work in Progress	Understanding Negative Emotions About AI as a Human Rival: Toward Healthy Coexistence Huisung Kwon, <u>Jeesun Oh</u> , Suyoun Lee, and Sangsu Lee DIS Paper 2025 (Under Review)
2025.05	Can LLMs See What I See? A Study on Five Prompt Engineering Techniques for Evaluating UX on a Shopping Site Subin Shin, <u>Jeesun Oh</u> , and Sangwon Lee CHI Late-Breaking Work 2025
2024. 07	Toward a Third-Kind Voice for Conversational Agents in an Era of Blurring Boundaries Between Machine and Human Sounds <u>Jeesun Oh</u> , Hyeonjeong Im and Sangsu Lee CUI Provocation 2024 https://dl.acm.org/doi/10.1145/3640794.3665880
2024. 07	VOICON: Geometric Motion-based Visual Feedback in Voice User Interface <u>Jeesun Oh</u> , Nayeong Kim, Yuchun Yan, and Sangsu Lee DIS Pictorial 2024 https://dl.acm.org/doi/10.1145/3643834.3660741 <small>This research was supported by the KAIST Venture Research Program for Master's and PhD Students in the College of Engineering. / Selected as the representative example of 2024 on the DIS homepage.</small>
2024. 05	Better to Ask than Assume: Proactive Voice Assistants' Communication Strategies that Respect User Agency in a Smart Home Environment <u>Jeesun Oh</u> , Wooseok Kim, Sungbae Kim, Hyeonjeong Im, and Sangsu Lee CHI Paper 2024 https://dl.acm.org/doi/10.1145/3613904.3642193 <small>This research was supported by Samsung Electronics Company.</small>
2020. 05. 01 – 2020. 12. 31	2020 KAIST Venture Research Program in the College of Engineering <ul style="list-style-type: none">Received 8,500,000 KRW (6500 USD) in funding

SOCIAL ACTIVITIES

2016. 11. 14 – 2016. 11. 21	Samsung CSR, Good Neighbors, Ghana Health Service E-Tracker App <ul style="list-style-type: none">• Tablet app that caregivers can carry along with outreach treatment• Business trip to Ghana for field research: 8 days, Project period: 4 months
2012. 11. 11 – 2012. 11. 17	DR Congo, Africa, Samsung CSR, Hope for Children Program <ul style="list-style-type: none">• Art education service, Wall-paintings service• Community service in DR Congo: 7 days (56 hours), Full-service period: 6 months
2010. 01. 19 – 2010. 02. 02	Piracicaba, Brazil, Hyundai Happy Move Global Youth Volunteers Program <ul style="list-style-type: none">• Housebuilding service with Habitat• Community service in Brazil: 15 days (120 hours), Full-service period: 3 months
2009. 07. 24 – 2009. 08. 10	Kenya, Africa, Yonsei University Africa Volunteer Program <ul style="list-style-type: none">• Art education service and labor service for building water pump• Community service in Kenya: 18 days (144 hours), Full-service period: 3 months

CORE COMPETENCIES

- Strong educational background, in-depth knowledge, and experience in interaction design: User Interface (UI), Voice User Interface (VUI), Gesture Interactions.
- Skilled in conducting qualitative research related to research topics, including Wizard of Oz, Participatory Design Workshops, Diary Studies, Interviews/FGI, Observations, and more.
- Extensive Work experience in designing diverse digital products: mobile, tablets, websites, TVs, wearables, and conversational agents, enabling the creation of seamless cross-platform UX.
- Proficient in producing detailed and well-organized documentation and presentation, with the ability to structure and write academic papers for Human-Computer Interaction (HCI) conferences.
- An effective communicator who is a good listener and committed to fostering a respectful and cooperative work environment.

Business	Market Research (STP, SWOT), Business Model Canvas, Touchpoint Mapping
Skills	UXR: Think-aloud, Contextual Inquiry, Ethnographic Research, Heuristic Evaluation UXD: Persona, UX Blueprint (Journey Mapping, Empathy Mapping), Task Analysis UID: Information Architecture, Edge Cases, UX Principles, Wireframing, User Flow, Design Systems
Tools	Figma, Adobe (XD, Illustration, Photoshop), ATLAS.ti (Qualitative Research Tool), Keynote
Language	Korean (Native) / English (Intermediate) / Chinese (Beginner)

PREVIOUS PROJECTS

2023. 05. 01 – 2024. 06. 30 (1 year)	NH Investment & Securities, NH UX Trend Report HCI Researcher (100%) in Next Interface Lab. KAIST (Prof. Sangsu Lee) <ul style="list-style-type: none">Reported on trending topics related to UX trends in IT technology every two months
2021. 05. 21 – 2022. 03. 25 (1 year 10 months)	Google ATAP, Health Tracking Wearable Device and Mobile App UX/UI Designer in UX/UI team, Google ATAP <ul style="list-style-type: none">Designed a mobile app with a wearable wristband that represents the user's mental health statesConducted UX research on gesture interaction for the wearable wristbandDesigned a research management platform web interface in collaboration with the Fitbit team to measure and experiment with various physical and physiological states
2019. 08. 28 – 2020. 03. 20 (8 months)	Samsung Design, Proactive Bixby in Smart Home Environment UX Researcher (Project Manager) in Next Interface Lab. KAIST (Prof. Sangsu Lee) <ul style="list-style-type: none">Studied how and when conversational agents (Bixby) perform proactively
2018. 11. 01 – 2019. 07. 31 (8 months)	NH Investment & Securities, NAMUH Stock Trading Mobile App UX Researcher (Project Manager) in Next Interface Lab. KAIST (Prof. Sangsu Lee) <ul style="list-style-type: none">Refined UX/UI of account opening task on stock trading mobile appService Launched in 2019 (YouTube Link)Contributed to establish NH Investment-KAIST UX Design Research Center (News Article Link)
2017. 11. 01 – 2017. 12. 31 (2 months)	Samsung Display, SAMSUNG MUSIC TV App UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none">Designed and Developed TV app (Remote Controller) that provides seamless experience with SAMSUNG MUSIC mobile app
2017. 08. 01 – 2017. 10. 31 (3 months)	Samsung Design, DAYBOOK, Calendar-Based Lifelog Mobile App UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none">Prototyped the daily lifelogging mobile app using Galaxy phone functions like Phone, Albums, GPS, Kakao Talk, Facebook, Instagram
2017. 06. 01 – 2017. 09. 31 (4 months)	Samsung Display, GAME TV App and CMS UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none">Designed and Developed TV app streaming curated game video contents and real-time eSports broadcasting from YouTube, Twitch, and Africa TV using Abios Gaming APIExhibited at 2016 CES. Service launched in 2016 and terminated in 2020
2017. 04. 01 – 2017. 06. 30 (4 months)	Samsung Display, Q-RATOR (Retail Marketing Solution) Tablet App UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none">Designed and Developed Tablet App for 2018 QLED TV sales in Samsung retail storesDistributed to global corporations and supported 20 languages during 2018
2017. 02. 01 – 2017. 03. 31 (2 months)	Samsung C-Lab, FIT MY SPACE (AR Interior) Mobile App UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none">Prototyped AR Interior Mobile App that displays Samsung home appliances

2016. 08. 22 – 2016. 10. 20 (3 months)	Blizzard, HEROES OF STORM, Event Website and CMS UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none"> Designed and developed an event hub website that links various contents
2016. 04. 23 – 2016. 07. 15 (2 months)	Riot Games & Coca Cola, 2016 COKE-LoL Summer Promotion Mobile Web UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none"> Designed a marketing mobile web for a prize drawing of League of Legends game items and tickets to the 2016 LA LoL Championship, with entries based on numbers on Coca-Cola
2016. 04. 01 – 2016. 08. 20 (2 months)	Steam & Samsung Display, STEAM LINK Samsung TV App and CMS UX/UI Designer (100%) in Handstudio (Digital Product Agency) <ul style="list-style-type: none"> Designed and developed TV App that provide screen mirroring PC Steam on Samsung TV display controlled by a keyboard, a mouse, and a remote controller Exhibited at 2016 CES, and currently in service on Samsung TV
2016. 04. 20 – 2016. 06. 01 (2 months)	BIGVOCA QUIZ Mobile App (Android / iOS) UX/UI Designer (100%), Personal Project <ul style="list-style-type: none"> Designed and developed mobile app that help users to memorize English vocabulary Now download available both Android and iOS
2015. 06 – 2015. 11	UIVE Photo Archiving & Display System <ul style="list-style-type: none"> Master Dissertation (100%) Subject: Photo Archiving & Display System Award in The Dean's Prize for Innovation and Impact in a Master's Dissertation (2015. 12. 09)
2015. 04 – 2015. 06	BT Smart Glasses for Dementia People <ul style="list-style-type: none"> Team of 4 Master Students (25%) (UX Research (25%), Interaction Design (100%)) in Brunel Uni. Subject: Together Smart Glasses for Dementia People (AR navigation, Schedule, Help App) Awarded in BT (British Telecom) 2015 Innovative Design Prize 'Accessible Independent Living' 2nd Place team (2015. 06. 21)

Last Updated in March 2025