Haena Cho

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haenacho.work

EDUCATION

Korea Advanced Institute of Science and Technology (KAIST)
Feb 2022 - Feb 2024 | Daejeon, Korea

Master of Science in Industrial Design, Class of 2024 (GPA: 3.95 / 4.3)

Thesis: Olfactory Puppetry: A Method for Exploring End-User Expectations of Olfactory Interfaces in the Context of Social Robots (Advisor: Chang Hee Lee)

Relevant coursework: User Centered Design Methodology, Media Interaction Design, Design Futures: AI & Society, Presentation Technique for Robot Design

Politecnico di Milano (PoliMi)
Jan 2019 - Aug 2019 | Milan, Italy

Global E3 Exchange Student (Integrated Product Design)

Collaborated with SICERP, an Italian tannery, under the theme of "The second life of skin ↗," and designed a sustainable thermos with fake leather

Relevant coursework: User and social innovation, Eco-city Europe: The neighborhood as key to sustainability

Korea Advanced Institute of Science and Technology (KAIST)
Feb 2017 - Feb 2022 | Daejeon, Korea

Bachelor of Science in Industrial Design, Class of 2022 (GPA: 3.56 / 4.3)

Graduation project: INTHECART: A smart shopping cart and market system that help seniors' independent offline grocery shopping (Advisor: Tek Jin Nam)

Relevant coursework: Design Engineering, Interaction Prototyping, Interactive Product Design, Design Human Factors, Design Methods

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EXPERIENCE

Design Researcher, eXperience Fabrication Lab
Apr 2024 - Present | Seoul, Korea

Research lead of the ongoing project, "Qualitative Alert: A Qualitative Interface for Alerting the Carbon Footprint of AI Development"

Designing a workshop to comprehend the underlying culture of AI developers and understand implied qualitative data regarding the carbon emissions of AI development

Expected output: An artifact that qualitatively displays and alerts AI developers of their carbon emissions in pursuit of sustainable AI

PUBLICATIONS

Cho, H., Kim, G., Lee, C. H. (2024, July). Olfactory Puppetry: Merging Olfaction and Puppetry to Explore The Future of Olfactory Social Robots. In Proceedings of the 2024 ACM Designing Interactive Systems Conference.

Cho, H., Lee, Y., Lee, W., & Lee, C. H. (2024, February). Thermo-Play: Exploring the Playful Qualities of Thermochromic Materials. In Proceedings of the Eighteenth International Conference on Tangible, Embedded, and Embodied Interaction (pp. 1-16).

Lee, C. H., Balint, T., Ram Chim, B., Kumar, M., Lee, Y., **Cho, H.**, ... & Asadipour, A. (2023). Space-grounded: Developing an antidepressant inhalation device using natural materials to enhance crew well-being. ACM Digital Library.

Kim, Y. S., Im, H., Lee, S., **Cho, H.**, & Lee, S. (2023, April). "We Speak Visually": User-Generated Icons for Better Video-Mediated Mixed-Group Communications Between Deaf and Hearing Participants. In Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (pp. 1-16).

Im, H., Jeon, S., **Cho, H.**, Shin, S., Choi, D., & Hong, H. (2023, January). AI Story Relay: A Collaborative Writing of Design Fiction to Investigate Artificial Intelligence Design Considerations. In Companion Proceedings of the 2023 ACM International Conference on Supporting Group Work (pp. 6-8).

Lee, C. H., Balint, T., Chin, B. R., Manoj, K., Lee, Y., & **Cho, H.** (2022). Space-Grounded. In 73rd International Astronautical Congress 2022. International Astronautical Federation (IAF).

Cho, H., Im, H., Lee, S., & Lee, S. (2021, May). "I want more than 👍" User-generated Icons for Better Video-mediated Communications on the Collaborative Design Process. In Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems (pp. 1-6).

Lee, J. H., Ma, D., **Cho, H.**, & Bae, S. H. (2021, May). Post-post-it: A spatial ideation system in vr for overcoming limitations of physical post-it notes. In Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems (pp. 1-7).

RECOGNITION

iF Design Awards 2021
May 2021 | Hannover, Germany

Winner in Service Design ↗
Winner in User Interface (UI) ↗

2020 Winter/Spring Undergraduate Research Program
Sep 2020 | Daejeon, Korea

Grand Prix (First place among all departments)

Post-Post-it: Collaborative spatial idea recording and managing system in augmented reality (AR) for overcoming physical limitations of Post-it notes

Department Honors Scholarship
Mar 2020 | Daejeon, Korea

Dean's List (2019 Fall, GPA: 3.94 / 4.3)

<Interactive Product Design> Teaching Assistant, KAIST

Mar 2023 - Jun 2023 | Daejeon, Korea

Tutored undergraduate students who face difficulty in design ideation and hardware prototyping during weekly tutorials and ordinary online chat tutorials

Seminar Coordination Assistant, KAIST

Sep 2022 - Dec 2022 | Daejeon, Korea

Searched for and contacted KAIST alumni from various industries and academia, assisting the coordination of the semestrial department seminar

Mentored undergraduate students by introducing academic paths and industrial opportunities

Hackathon Co-organizer, KAIST & Imperial College London (ICL)

May 2022 - Jun 2022 | Daejeon, Korea

Organized, promoted, and devised themes for 2022 HACKAIST ↗, an international hackathon between KAIST and ICL, and offered technical guidance to participating students

Corporate Relations Manager, KAIST Graduate Exhibition Committee

Mar 2021 - Dec 2021 | Daejeon, Korea

Created financial plans and contacted alumni and external corporations to coordinate and promote fundraising for the graduation exhibition

Public Relations Manager, KAIST Broadcasting Club

Mar 2018 - Feb 2020 | Daejeon, Korea

Actively communicated with viewers and listeners via social media and letter boxes, opening ears to and representing diverse voices of the university

Directed and publicized provincial student festivals as the PR head, facilitating interaction among local universities

Announcer and Stage Host, KAIST Broadcasting Club

Mar 2017 - Feb 2022 | Daejeon, Korea

Hosted the 2020 KAIST Commencement ↗ (English), 2020 New Year Greetings of the KAIST Alumni Association, and the 2018 Freshman Orientation (Korean)

Facilitated the growth of new members by conducting vocal training sessions

Language

Korean (native), English (fluent)

Skillset

Experienced in various user study methods, such as probes, interviews, and workshops, and eager to devise many other playful approaches to understand people

Familiar with Arduino, Fusion 360, Processing, Javascript, and Adobe Creative Suite