

JEESUN OH

HCI RESEARCHER & PRODUCT DESIGNER

✉ sun.contactoh@gmail.ac.kr

☎ (+82)10-4000-1004

🌞 jeesunoh.com

🌐 www.linkedin.com/in/jeesunoh



EDUCATION

2023. 03

– 2025. 02

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

Ph.D. Industrial Design (ID KAIST), Human-Computer Interaction (HCI)

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

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

**Expected to graduate in February 2025*

2018. 08.

– 2020. 02

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.

RECENT PROJECTS

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
- Designed a mobile app with a wearable wristband that represents the user's mental health states
 - Conducted UX research on gesture interaction for the wearable wristband
 - Designed 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 (Supervisor: Prof. Sangsu Lee)
- 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 (Supervisor: Prof. Sangsu Lee)
- Refined UX/UI of account opening task on stock trading mobile app
 - Service Launched in 2019 ([YouTube Link](#))
 - Contributed to establish NH Investment-KAIST UX Design Research Center ([News Article Link](#))

PUBLICATIONS & RESEARCH FUND

- Work in Progress
- The Era of AI as a Human Rival: Why Do People Experience Negative Emotions Toward AI?**
Huisung Kwon, [Jeesun Oh](#), Suyoun Lee, and Sangsu Lee
CHI Paper 2025 (Under Review)
2024. 07
- Toward a Third-Kind Voice for Conversational Agents in an Era of Blurring Boundaries Between Machine and Human Sounds**
[Jeesun Oh](#), 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**
[Jeesun Oh](#), Nayeong Kim, Yuchun Yan, and Sangsu Lee
DIS Pictorial 2024 <https://dl.acm.org/doi/10.1145/3643834.3660741>
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 once a year on the DIS homepage.
2024. 05
- Better to Ask than Assume: Proactive Voice Assistants' Communication Strategies that Respect User Agency in a Smart Home Environment**
[Jeesun Oh](#), Wooseok Kim, Sungbae Kim, Hyeonjeong Im, and Sangsu Lee
CHI Paper 2024 <https://dl.acm.org/doi/10.1145/3613904.3642193>
This research was supported by Samsung Electronics Company.
2020. 05. 01
– 2020. 12. 31
- 2020 KAIST Venture Research Program in the College of Engineering**
- 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**
- 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**
- 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**
- 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**
- 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 → Opportunities

Skills UXR: Think-aloud, Contextual Inquiry, Ethnographic Research, Heuristic Evaluation → Problems

UXD: Persona, UX Blueprint (Journey Mapping, Empathy Mapping), Task Analysis → Solutions

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)

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/>
- Organized B2B Trade Markets: Korea Media Contents Market (KMCM), Canton Fair 100% London
 - Mediated 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
- Proposed marketing strategies to promote 2NE1's comeback and concerts for PSY and the YG Family

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 (Supervisor: Prof. Sangsu Lee)
- Reported on trending topics related to UX trends in IT technology every two months.
2017. 11. 01
– 2017. 12. 31
(2 months)
- Samsung Display, SAMSUNG MUSIC TV App**
UX/UI Designer (100%) in Handstudio (Digital Product Agency)
- 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)
- 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)
- Designed and Developed TV app streaming curated game video contents and real-time eSports broadcasting from YouTube, Twitch, and Africa TV using Abios Gaming API
 - Exhibited 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)
- Designed and Developed Tablet App for 2018 QLED TV sales in Samsung retail stores
 - Distributed 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)
- 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)
- 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)
- 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)
- 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
- 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**
- 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**
- 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)
2014. 09
– 2015. 04
- MARKER Bookmark Mobile App**
- Master Student (100%) in Brunel University London
 - Educational collaboration with Someone Else, a London digital product agency
2014. 09
– 2015. 04
- TASTE THE MOMENT Wine Merchant Website**
- Team of 3 Master Students (33%) (UX Research (33%), UX/UI Design (100%)) in Brunel Uni.
 - Educational collaboration with Reading Room, a London digital product agency and wine merchant Corney & Barrow