

Curriculum Vitae

2021-Current Assistant Professor

Dept. of Service and Design Engineering,
Sungshin Women's University, Seoul, South Korea

Education

- 2012-2018** Ph.D., Dept. of Industrial Design, KAIST, South Korea,
Advisor: Youn-kyung Lim, Creative Interaction Design Lab.
Thesis Title: Design for Social Reinforcement in Health IT Services
- 2009-2011** M.S., Dept. of Industrial Design, KAIST, South Korea,
Advisor: Youn-kyung Lim, Creative Interaction Design Lab.
Thesis Title: Altruistic interaction design: A new interaction design approach for making people care more about others
- 2009-2010** M.S. Joint Program KAIST-TU Delft, Netherlands. Dept. of Industrial Design Engineering *Major Track: Design for Interaction*
- 2005-2009** B.S., Dept. of Industrial Design, KAIST, South Korea (Cum laude)

Professional Experience

- 2022** 16th Executives Member of Korean Society of Design Science (KSDS)
External Relations Division
- 2021-2022** HCI Korea 2022
Paper Program, Program Committee (PC) Vice-Chair, Design
- 2020-2021** UX Center, Corporate Design Center, Samsung Electronics
Project: Community and Service Project
Role: Role: Research, Service Strategy, UI Design, And Prototyping
Outcome: Confidential / WIP (Launching forecast date: 2021 2Q)
- 2018-2020** Life Style TF, Corporate Design Center, Samsung Electronics.
Project: Planta Project
Role: Research and Service Strategy
Outcome: BESPOKE Plant, 2020 CES Show

Classes

2022 Fall	Mobile Service Design, Service Capstone Design (with smart home system)
2022 SPRING	Business Modeling (with Lotte), Interaction Design (with RECON Labs)
2021 Fall	Mobile Service Design, Service Capstone Design (with AI PSS)
2021 SPRING	Business Modeling (with Inbody), Service UX Design (with CLOVA AI), Digital Contents Design

Design Exhibitions

1. Design Korea 2011 Exhibition (Exhibited Product Name: Time stamp, Crux).
Hosted and Supported by Korea Institute of Design Promotion and Ministry of Knowledge Economy, South Korea. October, 2011.
2. Design Korea 2010 Exhibition (Exhibited Product Name: Smart egg).
Hosted and Supported by Korea Institute of Design Promotion and Ministry of Knowledge Economy, South Korea. December, 2010.
3. International Home Show Macef 2010 Exhibition (Exhibited Product Name: Time stamp).
Milan, Italy, (Funded by Korea Institute of Design Promotion and Ministry of Knowledge Economy, South Korea). January, 2010.
4. Tokyo Designers Week 2008, 100% Design Exhibition. December, 2008.

Awards

1. 우수 강의상 (2020-2학기, 2021-1학기 개설 강좌 4,603개 중 6개 강좌 선정), 성신여자대학교. February, 2022
2. 디자인학술상(한국디자인학회장상), 휴먼시티디자인 대학생 워크숍. December, 2021
3. 우수논문상, 한국디자인학회. November, 2018.
4. Best Paper Awards at IASDR 2015 Interplay. November, 2015.
5. Microsoft Research Asia Fellowship 2015 Finalist. The Nomination Award. October, 2015.
6. iF Concept Award 2010 (Concept Name: MusicReader). January, 2010.
7. Korea Next Generation Design Leader, 9th, Product Design Part. Funded by Korea Institute of Design Promotion and Ministry of Knowledge Economy, South Korea. October, 2009.
8. Future Medical Device Idea Design Competition, Gold Prize. IT Convergence Research Center, KAIST. December, 2008.

Publication

International Journal

1. **Lee, Y.** (2022). "Designing AI Agent's Social Interaction Quality in AI-based Fitness Services as a Mediator," *Archives of Design Research*, 35(3), 145-157.
2. **Lee, Y., & Lim, Y.** (2017). "Designing Social Interaction for Health Behavior Change throughout the Before, During, and After Phases in Health IT Services," (Best Paper) *Archives of Design Research*, 30 (3), pp. 29-41. [SCOPUS]

International Conference

1. **Lee, Y.,** and Lim, Y., "How and Why I Cheated On My App: User Experience of Cheating Physical Activity Exergame Applications," *Proceedings of the 2017 ACM Conference Publication on DIS'17 Companion (Designing Interactive Systems)*, Edinburgh, United Kingdom, June 10-14, 2017. pp. 138-143.
2. Kim, D., **Lee, Y.,** Rho, S., and Lim, Y., "Design Opportunities in the Three Stages of Relationship Development between Users and Smart Sensing Devices," *Proceedings of the CHI'16 (ACM SIGCHI Conference on Human Factors in Computing Systems)*, San Jose, CA, USA, May 7-12, 2016. pp. 699-703.
3. **Lee, Y.,** "Design for Maintaining Health Behavior Change through Social Reinforcement in Health Promotion", *Humboldt Colloquium'15, Poster*, Seoul, Korea, November 27-29, 2015
4. **Lee, Y.,** Kim, M., Rho, S., Kim, D., and Lim, Y., "Friends in Activity Trackers: Design Opportunities and Mediator Issues in Health Products and Services," (**Best Paper**), *Proceedings of IASDR'15 (International Association of Societies of Design Research)*, Brisbane, Australia, November 2-5, 2015. pp. 1206-1219.
5. **Lee, Y.,** Lim, Y., "Understanding the Roles and Influences of Mediators from Multiple Social Channels for Health Behavior Change," *Proceedings of the 18th ACM Conference on CSCW'15 (Computer-Supported Cooperative Work and Social Computing)*, Vancouver, Canada, March 14-18, 2015. pp. 1070-1079.
6. Lee, W., **Lee, Y.,** Woo, J., Seok, J., Shin, I., and Lim, Y., "Tools for Effective Communication about Technologies of Domestic Ubiquitous Computing Systems in User-Centered Design," *Proceedings of DRS'14 (Design Research Society)*, Umeå, Sweden, June 16-19, 2014
7. **Lee, Y.** and Lim, Y., "Your Smartphone Can Be Well-Mannered: Five Ideas to Improve Smartphone Manners," *Proceedings of IASDR'13 (International Association of Societies of Design Research)*, Tokyo, Japan, August 26-30, 2013
8. Seok, J., Kim, D., Lim, Y., Nam, T., Lee, M., **Lee, Y.,** Row, Y., Sohn, B., Zimmerman, J., Forlizzi, J., Odom, W., Higuera, A., Marchitto, M., Cañas, J., and Moore, H., "Understanding the Curation Activities of Creating Personal and Social Meanings for Virtual Possessions," *Proceedings of IASDR'13 (International Association of Societies of Design Research)*, Tokyo, Japan, August 26-30, 2013
9. Lee, M., Nam, T., **Lee, Y.,** Row, Y., Lim, Y., Kim, D., Seok, J., Odom, W., Zimmerman, J., Forlizzi, J., Higuera, A., Marchitto, M., Cañas, J., and Moore, H. "Bridging Research and Practice in Design: Reflections of the Project on Value Construction with Virtual Possessions," *Proceedings of IASDR'13 (International Association of Societies of Design Research)*, Tokyo, Japan, August 26-30, 2013
10. Odom, W., Zimmerman, J., Forlizzi, J., López H., A., Marchitto, M., Cañas, J., Lim, Y., Nam, T., Lee, M., **Lee, Y.,** Kim, D., Row, Y., Seok, J., Sohn, B., and Moore, H., "Fragmentation and

Transition: Understanding Perceptions of Virtual Possessions Among Young Adults in Spain, South Korea and the United States,” *Proceedings of the CHI’13 (ACM SIGCHI Conference on Human Factors in Computing Systems)*, Paris, France, April 27-May 2, 2013, pp. 1833–1842.

11. Bae, J., **Lee, Y.**, and Kim, M., “What a Polite Robot!: Applying Politeness Strategies to Speech Interface of Robotic Product”, *DIS’12 (Designing Interactive Systems)*, Poster, Newcastle, UK, June 11-15, 2012
12. **Lee, Y.**, Bae, J., Kwak, S. S, Kim, M., “The Effect of Politeness Strategy on Human-Robot Collaborative Interaction on Malfunction of Robot Vacuum Cleaner”, *RSS’11 (Robotics Science and Systems) Workshop on Human-Robot Interaction*, Los Angeles, California, USA, July, 2011
13. **Lee, Y.**, Lim, Y., and Suk, H., “Altruistic Interaction Design: A New Interaction Design Approach for Making People Care More about Others”, *Proceedings of Conference on DPPI ’11 (Designing Pleasurable Products and Interfaces)*, ACM Press, Milan, Italy, June 22-25, 2011, pp. 59-62. [Master Thesis], Introduced a book “Positive Computing: Technology for Wellbeing and Human Potential” by Rafael A. Calvo and Dorian Peters, The MIT Press, 2014

Domestic Conference

1. Ko, D., Won, J., and **Lee, Y.**, “Challenges and Opportunities in Designing Personal AI Smart Home Devices at Home,” *Proceedings of Conference on HCIK’22 (HCI Korea)*, Seoul, Korea, 9 February, 2022
2. Youn, S., Lee, K., and **Lee, Y.**, “Designing User Journey in using AI-based Fitness Service: UX challenges and Opportunities,” *Proceedings of Conference on HCIK’22 (HCI Korea)*, Seoul, Korea, 9 February, 2022
3. Cho, H., Jeon, S., Lee, S., and **Lee, Y.**, “A Study on Proposal of AI Meditation Service with Famous Painting -Focusing on improving the user's meditation service experience and differentiating it from the existing meditation service,” *Proceedings of Conference on HCIK’22 (HCI Korea)*, Capstone Design, Seoul, Korea, 9 February, 2022
4. Kim, S., Kang, Y., Kim, E., Oh, J., and **Lee, Y.**, “SCENE, Untact OTT platform designed to promote interactive communication between user and artists,” *Proceedings of Conference on HCIK’22 (HCI Korea)*, Capstone Design, Seoul, Korea, 9 February, 2022
5. Kim, D., Noh, H., Oh, S., Choi, J., and **Lee, Y.**, “User-participating running program service design incorporating AI -Focusing on personal health and contextual data analysis,” *Proceedings of Conference on HCIK’22 (HCI Korea)*, Capstone Design, Seoul, Korea, 9 February, 2022
6. Lee, Y., “Designing Social Reinforcement in Health IT Services”, Doctoral Consortium, *HCIK’18 (HCI Korea)*, Gangwon-do, Korea, 1 February, 2018
7. Park, J., **Lee, Y.**, Lim, Y., “Understanding User Experience of Diet applications with Design Strategies and Features for Health Behavior Change”, *Proceedings of Conference on HCIK’16 (HCI Korea)*, Gangwon-do, Korea, 27 January 2016, pp. 499-506.
8. **Lee, Y.**, Lim, Y., “Interaction Design for Maintaining Health Behavior Change through Social Reinforcement: Cases in Health Promotion”, Doctoral Consortium, *SIGCHI Premier Session in HCIK’15 (HCI Korea)*, Seoul, Korea, 12 December, 2014

Paper Reviewing Service

International

1. IASDR 2022 (International Association of Societies of Design Research) Full Paper Review
2. KSCS 2022 (Korea Society of Color Studies) Journal
3. AoDR 2021 (Archives of Design Research) Journal
4. IASDR 2021 (International Association of Societies of Design Research) Full Paper Review
5. ICWSM 2017 (International AAAI Conference on Web and Social Media) Full Paper Review
6. C&C 2017 (The ACM Creativity & Cognition) Full Paper Review
7. TEI 2017 (International conference on Tangible and Embedded Interaction) WIP Review
8. CHI 2015 (SIGCHI Conference on Human Factors in Computing Systems) Note Review
9. Nordi CHI 2014 (Nordic Conference on Human-Computer Interaction) Posters Review

Domestic

1. (사) 서비스디자인학회 서비스디자인융합연구학술지(Journal of Service Design Convergence) 논문심사
2. (사) 한국애니메이션학회 애니메이션연구 Vol. 12 no.4 (통권 40호) 논문심사

Book

1. 서비스·경험디자인 이론서, 2022 February. 한국디자인 진흥원, (사)한국서비스디자인학회

Invited Seminar/Talk

1. 연세대학교 언더우드 국제대학 융합 인문 사회학부 초청강연, 2021 May, Title: Sensing Changes: Driving factors and the preparation
2. 디자인 토크 콘서트, 2017 Nov.12, Design Korea 2017 (산업통상자원부 주최, 한국디자인진흥원 주관), KITEEX, South Korea
3. Design Research in HCI, 2017 June., CS374 Class: Introduction to HCI by Prof. Ju-ho Kim, School of Computing, KAIST, South Korea
4. Designing for Millennials, 2017 Feb., LG Electronics Inc., Mobile Communication Research Center in Seoul, South Korea

Press

1. 지식경제부 및 한국 디자인 진흥원 선정, 차세대 디자인 리더 소개, 2010.03.22: <http://news.mk.co.kr/outside/view.php?year=2010&no=144780>

Skills

1. Language: Korean (Fluent), English (Fluent)
2. Graphic: Illustrator / Photoshop / Vegas
3. Interactive Product Prototyping: Solidworks / Alias / Arduino
4. Mobile App and Service Prototyping: Figma / Sketch / Protopie / XD / Invision
5. Design Research
 - A. Methods: User-centered Methodology (e.g., Interview, Generative session, Probe), Service Design Methodology (e.g., User journey map, Scenarios), Research through Design (e.g., Technology Probe)
 - B. Qualitative Analysis: Tools (e.g., Atlas.ti, Nvivo) / Methods (e.g., Grounded Theory, Thematic analysis, Affinity Diagramming)
 - C. Quantitative Analysis: Tools (e.g., SPSS Statistics)