

SungHyuk Yoon

Studio Director, kkiruk studio
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Seoul, South Korea

Areas of Focus

UX Strategy & Design, Interaction Design, Physical Prototyping

Education

- Mar2013-Feb2015 KAIST, Daejeon, South Korea
M.S. in Industrial Design (Thesis: A Study on Notification System Design of Smartphone Messenger Considering the User's Stress)
Human-centered Interaction Design Lab. - Advisor: Prof. Kun-Pyo Lee
- Mar2005-Feb2013 KAIST, Daejeon, South Korea
B.S. in Industrial Design (Management Science as Minor) *Magna Cum Laude*
Product & Environmental Systems Design Research Lab. - Advisor: Prof. Myung-suk Kim
- Mar2003-Feb2005 Busan Science High School, Busan, South Korea
Early graduation

Experiences

Projects (selected)

- Feb2016-May2016 **James Spring – Endless Hide and Seek (Mobile Game App)**
Studio Director, kkiruk studio
Managed the whole process of making the game and published to the app markets
- Made the concept, designed the game art, and developed it by Unity, C#
 - Download at GooglePlay: <http://goo.gl/UhNirF> iTunes Store: <http://goo.gl/ViQLqI>
- Mar2015-May2015 **William – Send Your Location (Mobile App)**
Studio Director, kkiruk studio
Developed the app from the concept to GooglePlay market
- Designed the app and programmed functions using with Android Studio
 - Download at GooglePlay: <http://goo.gl/nR9gfu>
- Sep2014-Jan2015 **Designing a New Seamless Experience for SkyTeam's Passengers through Mobile Environment**
Project Manager, with SkyTeam Airline Alliance Management Cooperatie U.A.
Managed the process of primary research and advised to develop novel design methods and concepts related to graduate students of the design project 2 class (Prof. Kun-Pyo Lee)
- Executed secondary research, competitive analysis, video ethnography, cultural probes, full body experience study, customer journey, analytic framework, and design workshops
 - Designed user insight documentations, scenarios, and low fidelity prototypes
- Mar2014-Dec2014 **Developing Stakeholders Participatory Smart Healthcare System UX Service Scenario through DB Toolkit based on User's Health Habit Activities**
Project Manager, with Dr.M Project, KAIST
Managed to make database of everyday user's behaviors and create smart healthcare system related to undergraduate students of the product design system class (Prof. Kun-Pyo Lee)

- Conducted literature review, trend research, PEST analysis, expert interview, focus group interview, affinity diagram, customer journey, stakeholder map, and video ethnography
- Developed mobile smart healthcare system, product concepts, and key scenario

Jul2013-Jun2014 **Developing UI and User Interaction Technology for Transparent Flexible Display**

Project Manager, with Ministry of Trade, Industry and Energy, Korea

Developed UX application scenarios of transparent flexible display

- Organized user behavior observations based on synonym searching, social network services, KJ technique, design workshops
- Created key scenarios, interaction prototypes, and evaluating experiments

Jun2013-Jan2014 **Future Mobile Gaming Interaction Scenario**

Design Researcher, with NEXON

Developed the future mobile gaming environment focused on interaction between gamers and devices

- Conducted literature reviews, user observations, focus group interview, and personas
- Classified current issues, technologies, solutions, insights of mobile game, and made guide books

Oct2013-Dec2013 **Interface and Usability Research of Home Appliances**

Project Manager, with Dongbu Daewoo Electronics

Managed the UI design evaluation and usability test of a laundry machine, a refrigerator and a kimchi refrigerator related to undergraduate students of the interface design class (Prof. Kun-Pyo Lee)

- Executed user research through heuristic evaluation, card sorting, think aloud method, usability tests, focus group interviews, video ethnography, and customer journey maps
- Delivered current UI and developed product improvement concepts

Feb2012-May2012 **GoGlobal Project 2012: Designing Social City Experiences**

Team Leader, with RCA, Imperial College London, British Council, Seoul Design Foundation

Created a design system concept which improves experiences of the stakeholder of Dongdaemun market complex in the old CBD of Seoul as a team leader with international team members

- Carried out literature reviews, affinity diagram, field research, design ethnography, fly on the wall observations, shadowing, stakeholder interviews, design probes
- Constructed analytical framework, system map, user scenarios, rapid prototype

Mar2008-Apr2008 **Future Theme Idea Development Project: Megacity & Boomer**

Team Leader, with Samsung Electronics

Led and successfully delivered the active senior life style concepts as a team leader with multidisciplinary members

- Conducted macro environment research, SWOT analysis, contextual inquiries, focus group interview, personas, and user survey
- Developed analytical framework, user scenarios, product/service concepts, business strategies

Activities (selected)

Mar2015-Current **Studio Director**

kkiruk studio (one-man indie studio), Seoul

Jan2014-Dec2014 **Researcher Representative**

Human-centered Interaction Design Lab., KAIST, Daejeon

Sep2011-Dec2011 **TEDxKAIST Design Manager**

TEDxKAIST 3rd Event, KAIST, Daejeon

- Managed entire design process of the event
- Designed the concept of the event, logo, posters, leaflets, hoodies, event hall interior

Oct2010-Dec2010 **Artwork Designer / Project Team Assistant**

Evergreen Star Pty. Ltd, Sydney, Australia

- Designed and administrated product advertisements
- Developed system structures of enterprise resource planning

Jun2008-Aug2008 **Graphic Design Research Internship**

M2 Team, NEXON, Seoul

- Researched and developed guidelines of designing creatures for game designers by literature reviews and affinity diagrams
- Designed weapon concepts of an online RPG game

Sep2008-Aug2010 **Military Service**

In R.O.K. Army, CH-47D Helicopter Crew

Teaching Assistants (selected)

Fall2014

Design Project 2

Graduate Course, Dept. of Industrial Design, KAIST

Spring2014

Product Design System

Undergraduate Course (4th year), Dept. of Industrial Design, KAIST

Fall2013

Interface Design

Undergraduate Course (3rd year), Dept. of Industrial Design, KAIST

Spring2013

Two-Dimensional Design

Undergraduate Course (2nd year), Dept. of Industrial Design, KAIST

Publications

Journal

International

SungHyuk Yoon, and Kun-Pyo Lee. A Study on Notification System Design of Smartphone Messenger Considering the User's Stress. *Archives of Design Research*, 28.2 (2015.05): 75-88.

Conferences (selected)

International

SungHyuk Yoon, Soyoung Kwon, and Kun-Pyo Lee. Understanding User's Behavior for Developing Webtoon Rating System Based on Laugh Reaction Sensing through Smartphone. *In CHI'15 Extended Abstracts on Human Factors in Computing Systems*. ACM, 2015. (poster presentation)

SungHyuk Yoon, Sang-su Lee, Jaemyung Lee, and Kun-Pyo Lee. Understanding Notification Stress of Smartphone Messenger App. *In CHI'14 Extended Abstracts on Human Factors in Computing Systems*. ACM, 2014. (poster presentation)

SungHyuk Yoon, Yong-Ki Lee, Tek-Jin Nam, and Kun-Pyo Lee. Laughter Blossom: A Prototype of Laughter Interaction Design. *In Proceedings of 5th International Congress of International Association of Societies of Design Research*. IASDR, 2013.

Domestic

SungHyuk Yoon, and Kun-Pyo Lee. A Study of the Development of a Flexible Display Scenario through Participatory Images by SNS Users. *In Proceedings Korea Society of Design Science 2014 Spring*. KSDS, 2014.

Honors and Awards

2005-2015

National Scholarship Student

2005-2008

Samsung Humantech Competition Scholarship Student

2006

Chung Moon Soul Pioneer Program, Winner

2004

Samsung Humantech Competition, Silver Prize

Technical Skills

Computer Skills All Microsoft applications, Adobe Illustrator, Photoshop, InDesign, After Effects and Premiere
Rhino, KeyShot, SPSS

Programming Skills Unity (C#), Java, HTML, CSS, Arduino, Max/MSP

Languages Native Korean, Fluent in English, Basic in Japanese

Referee

Kun-Pyo Lee, Ph.D.

Director of Human-centered Interaction Design Lab.

Head Professor at Dept. of Industrial Design, KAIST

President of International Association of Societies of Design Research