Jisoo Lee

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COMPETENCIES

Generative and evaluative UX design research
- Exploration for problem definition, and test on usefulness / usability / satisfaction
- In-depth interviews, diary study, technology probes, survey, usability testing, randomized experiments.

Qualitative and quantitative data analysis
- Content analysis of user statements
- Quantitative / statistical data analysis using SQL and Python language.

Design insights and deliverables
- User-centered, holistic design thinking.
- Personas, storyboarding, user journeys, low-fi & hi-fi prototyping using Adobe Creative Suite, Sketch

EXPERIENCE

Freelance UX researcher, Bay area, CA | Jan 2019 – Present
- For Inition (http://inition.kr),
  - Diary and interview study on push notifications on integrated multiple devices, and development of a set of context-aware notification strategies.
  - Competitor research and product ecosystem analysis for one of top electronic companies.
  - Interview study on people's everyday life change during Covid-19 lockdown for design opportunities.
  - Competitor research and interview study for design opportunities of teacher-parent communication tools.
  - Development of a design evaluation system for client's enterprise-wide design decision.
- For YesPlz (https://yesplz.ai),
  - Feature extraction study for training an AI fashion search system
  - Usability test of a visual search navigation tool
- For Wildseed Tech Inc. (https://apps.apple.com/us/app/codo-app/id1472955610), conducted user interview study for on people's self-improvement experience, and proposed user interaction features.

Researcher, University of Manitoba, Winnipeg, Canada | Sep 2017 – Aug 2018
- Initiated and conducted a project, 'Supporting Self-Directed Learning of Software Users' -- interview study for finding design opportunities, prototype development and formative user evaluation of a user reflection tool for graphic software learning, and creation of user flows.
- Led data analysis of a controlled experiment that evaluated three user interface designs for online software tutorials.

Researcher, Arizona State University, Tempe, AZ | Sep 2011 – Dec 2016
- Completed a project, 'A DIY Self-Experimentation Toolkit for Fostering User-Driven Behavior Change', funded by Google (PI: Eric B. Hekler, Winslow Burleson)
- Completed a project, 'From Self-Monitoring to Self-Experimentation: Behavior Change in Patients with MS', funded by California Institute for Telecommunications and Information Technology (PI: Emil Chiauzzi)

- Participated in a project, 'Dressing Support for People Living with Dementia', funded by the National Institute of Nursing Research of the National Institutes of Health (PI: Winslow Burleson)
- Participated in a project, 'Game as Life, Life as Game', funded by National Science Foundation (PI: Winslow Burleson)

Design faculty, Keimyung College, Daegu, Korea | Mar 1999 – Aug 2007
- Taught web design courses (Information architecture, UI design, web programming).
- Developed multimedia online courses on web design.

Design researcher, KAIST, Daejon, Korea | Nov 1997- Feb 1999
- Designed web interface of Republic of Korea Navy Headquarters intranet.
- Participated in Cultural Interface Design project, part of a Samsung-KAIST Future Technology Research project.

EDUCATION

Ph.D. Human Computer Interaction, Arizona State University, Tempe, AZ | 2016
Thesis: 'Supporting of Self-Experimentation of Behavior Change Strategies'

B.S. & M.S. Industrial Design, KAIST, Daejon, Korea | 1995 & 1997
M.S. thesis: 'Evaluation on multimedia interface design'

PUBLICATIONS

- Chiauzzi, E., Hekler, E. B., Lee, J., Towner, A., DasMahapatra, P., & Fitz-Randolph, M. (2019). In Search of a daily physical activity "sweet spot": Piloting a digital tracking intervention for people with multiple sclerosis. DIGITAL HEALTH.
- Burleson, W., Lozano, C., Ravishankar, V., Lee, J., & Mahoney, D. (2018). An Assistive Technology System that Provides Personalized Dressing Support for People Living with Dementia: Capability Study. JMIR medical informatics, 6(2).
- Lee, J., Walker, E., Burleson, W., Kay, M., Buman, M., & Hekler., E. B. (2017). Self-Experimentation for Behavior Change: Design and Formative Evaluation of Two Approaches. In CHI'17 extended abstracts on Human factors in computing systems. ACM.
- Lee, J., Hekler, E. B, Chiauzzi, E., Towner, A., & Fitz-Randolph, M. (2016). Helping Users' Set Rules for Defining Short-Term Activity Goals. In CHI'16 extended abstracts on Human factors in computing systems. ACM.
- Lee, J., Walker, E., Burleson, W., & Hekler, E. B. (2015). Understanding Users' Creation of Behavior Change Plans with Theory- Based Support. In CHI'15 extended abstracts on Human factors in computing systems. ACM.
- Ryan, B., Burleson, W., Forlizzi, J., Heywood, W., & Lee, J. (2015). Building Change: Constructive Design of Smart Domestic Environments for Goal Achievement. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. ACM.
- Lee, J., Walker, E., Burleson, W., & Hekler, E. B. (2014). Programming tool of context-aware applications for behavior change. In Proceedings of the 2014 ACM International Joint Conference on Pervasive and Ubiquitous Computing: Adjunct Publication (UbiComp '14 Adjunct) (pp. 91-94). ACM.
- Lee, J., Walker, E., Burleson, W., & Hekler, E. B. (2014). Exploring users' creation of personalized behavioral plans. In Proceedings of the 2014 ACM International Joint Conference on Pervasive and Ubiquitous Computing: Adjunct Publication (UbiComp '14 Adjunct) (pp.703-706). ACM.

- Lozano, C., Burleson, W., Ravishankar, V., Lee, J., Muldner, K., & Mahoney, D. (2014). Assisting with Dressing Activities for People with Dementia via Adaptive Prompting. Alzheimer's & Dementia: The Journal of the Alzheimer's Association, 10(4), P443.
- Lee, J., Garduño, L., Walker, E., & Burleson, W. (2013). A tangible programming tool for creation of context-aware applications. In Proceedings of the 2013 ACM international joint conference on Pervasive and ubiquitous computing (pp. 391-400). ACM.
- Lee, J. (2013). Supporting self-experimentation of behavior change strategies. In Proceedings of the 2013 ACM conference on Pervasive and ubiquitous computing adjunct publication (pp. 361-366). ACM.
- Hekler, E.B., Burleson, W., Lee, J. (2013). A DIY self-experimentation toolkit for behavior change. Published & Presented via the Personal Informatics in the Wild: Hacking Habits for Health & Happiness at the ACM-CHI Conference. Paris, France.
- Byun, J., Kim, C., Kim, S., Kim, M., Seo, J., Kim, B., Lee, J., Kim, T., Woo, M. (2004). A Study on the Ubiquitous Computing Service Design System. In Proceedings of the 2nd annual conference of Asia Digital Art and Design Association (pp. 60-61).
- Lee, J. (2003). Interface Design of Web-Based Instructional System for Multimedia Design Curriculum. In Proceedings of the Fall 2003 conference of Korean Society of Design Science (pp.100-101).
- Lee, J. (2002). A Study on the Fundamental Course of Multimedia Design. Journal of Korean Society of Design Science, 15 (4), 223-230.
- Lee, J. (2000). Selection of Media and Representation Factor for Multimedia Information. Journal of Korean Society of Design Science, 13 (4), 195-201.
- Lee, J. (2000). A Study on the Relationship between Information Model and Usability of Website. Journal of Korean Society of Design Science, 13 (4), 67-75.

PROFESSIONAL SERVICE

- Member experience research for a non-profit organization, SimpleSteps (https://www.simplestepscc.org), for women's career growth, 2019
- Website development for small and medium sized business, sponsored by Ministry of SMEs and Startups, South Korea (https://www.mss.go.kr), 2005