

Hyunjin / Esther / Jo

estherjo.com +44 / 7492 510608 estherjo1994@gmail.com

Skills

Designing

- Service Design Thinking (Double Diamond)
- User Research (Contextual inquiries)
- Graphic Design (Illustrator, Photoshop, InDesign)
- Video Editing (Premiere Pro, After Effects)

Prototyping

- Wireframing (Drawing, Oven, Balsamiq, Sketch)
- Prototyping (Figma, Adobe XD, Sketch, Invision)
- Workshop (Miro, Zoom)
- User / Usability Testing

Coding

- Front-end (HTML5, CSS3, JS)
- Interactive Art (p5.js, Processing, Unity)
- Data Analysis (Python)

Language

Korean, English

Extracurricular

Samsung Tomorrow Solutions

| May - Nov 2019 |

A social contribution project that solves social issues through the process of discovering and realizing creative ideas. Our team, Project Tingling, participated to further develop Tingling Cast: a simulation exercise service for the stutter.

Data Youth Campus

| Jun - Sep 2019 |

From Sejong Uni. in Seoul, South Korea, studied Python-based data analysis and deep learning. Participated in a project recommending Seoul's traditional attractions by predicting the congestion of Seoul.

NIPA VR Campus

| May - July 2019 |

Learning 3D content production technology using Unity. Practiced data visualization in a VR environment. Participated in a project visualizing air pollution of the line 2 subway in Seoul.

HONORS

L'Oréal Brandstorm | The 2nd prize in National Project | Designer | South Korea | Feb 2017

United Hackathon-UNITHON | The best prize in IoT | Designer | South Korea | Feb 2017

Korea Society of Design Science | Post Honor Awards | Bachelor Degree Student Design Conference, Research | South Korea | Oct 2016

EDUCATION

Sep 2019 - Jul 2021

Royal College of Art | MA | London, United Kingdom
Major in Service Design

Dec 2020 - Mar 2021

London Business School | Elective Course | London, United Kingdom
Studying Behavioural Economics & Decision Making

Mar 2014 - Aug 2019

Hongik University | BFA | Seoul, South Korea
Majored in Visual Communication Design and Printmaking
Granted 2014 Fall - 2017 Spring Scholarships

Jul 2017 - Nov 2017

Australian National University | Exchange program | Australia
Studied Graphic Design and Computer Science

Mar 2011 - Feb 2013

Deokwon Arts High School | Arts High School | Seoul, South Korea
Majored in Fine Art and Oriental painting

EXPERIENCE

Nov 2019 - Present

Dem Dx | UX/UI SME | London, United Kingdom

- Part-time UX / UI designer in a medical startup based in London focusing on an efficient diagnosis system.
- Currently designing a visual body figure and a search function for the diagnosis pathway which eases the first choice of diagnosing symptoms for medical students and junior doctors.
- Tested prototype with medical professionals via using remote usability and prototyping tool. And developed further for launching a new service.
- Published a research paper (HCI International 2020 : Late Breaking Posters) as a summary of the project research and process.

Mar 2019 - May 2019

pxd | UX Design Internship | Seoul, South Korea

- Researched future I/O service design for an American multinational computer technology company 'D'.
- Supported overall project including background study, user research, ideation, workshops, prototyping.
- Delivered future I/O service design concepts to the client based on user research and testing.

May 2017 - Jul 2017

Wizpace | Graphic Designer | Seoul, South Korea

- Worked as a freelance designer for a data solution startup Wizpace.
- Designed the new design concept for the brand image including a responsive web.

Sep 2016 - Dec 2016

LG(Industry-University cooperation) | GUI Designer | South Korea

- Worked as a GUI designer in the Industry-University Cooperation project with LG.
- Team leader of the university student design team managing team members' schedules to meet the criteria of client's request.
- Research and create smartphone theme designs to publish in LG SmartWorld.
- Designed the home & lock screen wallpaper, shapes & color of the app icons, and settings menus to the custom style.

Oct 2016 - Feb 2017

P.R department of Hongik Uni. | Graphic Designer | South Korea

- Designing and video editing the social media content to improve awareness of prospect and current university students, faculty members, and visitors.

RESEARCH PUBLICATIONS

Body Map Pathway: Visual Guidance of Human Body to Diagnosis Efficiently
| July 2020 | Lead author, Late Breaking Papers, HCI International 2020

Tingling Cast: Broadcasting platform service for stuttering children
| Feb 2019 | Lead author, Full Paper, HCI KOREA 2019

Public Bus Service Design for Visually Impaired People
| Oct 2016 | Post Paper, KSDS (Korean Society of Design Science)

A Study on No-Show Prevention in the Restaurant Industry
| Oct 2016 | Post Paper, KSDS (Korean Society of Design Science)
Korea | April 2019