

Yoomi Cha

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Education

The University of Texas at Austin <i>Master of Science in School of Information, User Experience Design</i> Specialization: Human-Computing Interaction, Information Architecture	Austin, TX May, 2018
Handong Global University <i>Bachelor of Science / Bachelor of Art Design, Industrial Design, specialized in Product and Graphic Design</i>	Pohang, Korea Feb, 2011

Skills

UX Methods

Trend Research, Best Practice Research, Competitor Research & Analysis, Contextual Inquiry, Ethnographic Research, Heuristic Evaluation, User Interview (Survey, FGI), Affinity Diagram, A/B testing, Card Sorting, Behavior Analysis, Concept Models, Journey maps, Personas, User Diary & User Scenario, Use Cases, Wireframes, Information Architecture, Usability Testing, Prototyping, Rapid Prototyping, Infographic Design, Metaphor Visualization (Icons, Components), Lean UX Methodology, Agile UX Methodology, Design Sprint, Crazy 8s

Design Tools

Adobe Creative Suite (Photoshop, Illustrator, Flash, XD, After Effect, Premier), Sketch, InVision, Microsoft Word/Excel/PowerPoint, Balsamiq Mockup, Google Analytics, OptimalWorkshop (Remote Card Sorting/Usability Test), User Testing (Remote Usability Testing Tool), Axure, Flinto, Omnigraffle

Patents

Awarded 9 patents related to Security Surveillance System UI

Professional Experiences

Polycom (currently Poly) <i>User Experience Designer / XD Team</i> <ul style="list-style-type: none">• Worked on Trio8300 released in 2019 - https://www.polycom.com/voice-conferencing-solutions/conference-phones/trio.html• Worked closely with UX researchers, project managers, developers on a video & audio call conference project• Managed projects designing embedded User Interface designs• Brought up usability issues while proposing wireframes, helped planning usability testing, and created an interactive high-fidelity prototype for the usability testing with Sketch on Trio 8500 project• Worked on creating design asset library using Sketch, Adobe Photoshop, and Adobe illustrator• Defined target users (personas) and suggested use cases / task flows using Sketch, InVision for a future conceptual design project	Austin, TX Jul 2018 – Jun 2019
Samsung Techwin (currently <u>Hanwha</u> Techwin)	Seongnam, Korea

Senior User Experience Designer/Design Group

Jan 2011 – Jun 2016

- Released several projects such as SSM, Wisenet Toolbox, and Fisheye Camera Webviewer which were led and managed by me in Security Surveillance Division
- Supported to establish UX process to all company divisions as a part of an initial member.
- Worked on not only follow-up design issues but also future conceptual designs conducting UX researches and designing wireframes, user scenarios, prototypes using Photoshop, Microsoft PowerPoint Mockup
- Designed visual components such as icons, buttons, and guidelines
- Created design reports to present to a design group director as well as other group directors related to projects and stakeholders
- Selected representing a design group as part of talent team for the Vision Task Force to establish strategies and business models for future video surveillance markets based on cloud-service.

Internship

Texas Commission on Environmental Quality Austin

Austin, TX

Mickey Leland User Experience Design Intern / Agency Communication Division

Jun 2017– Aug 2017

- Analyzed their website using Google Analytics and extracted recommendations/insights for usability improvement
- Designed and conducted remote open-card sorting, closed-card sorting through OptimalWorkshop program
- Proposed and presented a usability report with actionable insights to improve their homepage quality.
- Used to Photoshop and power point to create the usability report.

Projects

Opioid Overdose Prevention Project

Feb 2018 – Jun 2018

- Accepted to UXPA Conference 2018
- Created a mobile app prototype using Sketch and InVision, and also user scenarios based on user research

Smart Closet App Helping to Find Perfect Fit

Feb 2018 – Apr 2018

- Created a mobile app prototype for users who want to find perfect fit, to get fit recommendations, and to organize clothes through UX design process
- Managed a project as a leader, arranged weekly meeting, communicated using Google Docs
- Defined a project goal based on Affinity Diagram and Crazy 8s, conducted UX research to get insights and user scenarios
- Created UI libraries and a high-fidelity prototype
- Conducted usability tests, improved based on tests results, and finalized a final deliverable

UX Research for a Dual Screen Device

Jan 2018 – May 2018

- Conducted literature research for planning hand grasp and thermal usability test
- Suggested use cases, possible postures, and user scenarios for a dual screen device

<p>Redesigning I-School Website (User Analysis, UI Library)</p> <ul style="list-style-type: none"> • Research Phase: Extracted recommendations/insights based on Google Analytics such as general user information, access device and user type, access keywords search, site search key words, the most visited page, user' behavior flow, and landing/exit page • Design Phase: Conducted cut-up workshop to design UI library components as a co-leader of the UI library team 	<p>Sep 2017 – Nov 2017</p>
<p>Designing Eco-Friendly Game App</p> <ul style="list-style-type: none"> • Developed the eco-friendly game app concept from an initial idea through the user research and analysis • Conducted competitive analysis and remote card sorting to divide activity categories • Developed hi-fi prototype using Adobe XD through 4 times of usability test using “User Testing” 	<p>Sep 2017 – Dec 2017</p>
<p>Augmented Reality Mobile Application Design for Harry Ransom Center Exhibitions</p> <ul style="list-style-type: none"> • Designing Augmented Reality Mobile Application to extend and to improve visitors' view and experience • Created journey maps for 4 types of personas and extracted pain points based on journey maps • Designed IA, user scenarios, and prototype using Sketch/InVision 	<p>Sep 2017 – Oct 2017</p>
<p>An Eye-Tracking Study of Electronic Word of Mouth (eWOM) Reading Behaviors on E-commerce Websites</p> <ul style="list-style-type: none"> • Designed and conducted an eye-tracking experiment to analyze user' review patterns that influence decision making 	<p>Mar 2017 – May 2017</p>
<p>Redesigning CapMatro Application</p> <ul style="list-style-type: none"> • Improved existing CapMetro Transportation App through UX process (research/analysis/design/evaluation) • Conducted contextual inquiry, implemented Affinity Diagram, and extracted recommendations (insights) • Designing Task Structure Models, defined personas, and designed IA/GUI and prototypes using Balsamiq Mockup and InVision • Conducted usability test and improved a final deliverable 	<p>Aug 2016 – Nov 2016</p>
<p>Usability Testing for Harry Ransom Center Digital Collection Web Site</p> <ul style="list-style-type: none"> • Proposed a report for redesigning the Digital Collection website based on usability testing through survey 	<p>Sep 2016 – Dec 2016</p>