Hi, I’m Joosung. I’m an interdisciplinary HCI researcher who bridges design, technology, and research.

Portfolio

Joosung Kim | HCI Researcher | UX/UI Designer

www.joosungkim.com

I am researcher Joosung, better user experiences.

Name Joosung Kim

Birth 1996.04.17

Phone +82)10-9000-6026

E-mail pride0417@naver.com

Licence
ACA Photoshop CC 2020
ACA Illustrator CC 2020
Service Experience Designer Certificate

Website www.joosungkim.com

Blog UX & Service Design Study

The most important value for a researcher is to provide users with better experiences.

Without clearly defining the user's problem, design cannot be purposeful. I strive to deeply understand the context of each project and continuously explore ways to propose more meaningful and improved experiences.

+Education

2025 08 M.F.A. in Interaction Design, Hongik University

2023 03 B.A. in Visual Communication Design, Yeungnam University

+Work Experience

2024 - 2025 1year ~ UX/UI Designer, Blockwave Labs

2021 - 2022 6 Month Graphic Design Intern, DOP

+Activity

2022 SK Hynix University Sports Content Creator, 4th cohort

2021 Hyundai Design Supporters, 1st cohort

+Award

2022 07 Finalist (UX/UI Category), 28th Communication Design Competition

2021 09 Grand Prize, Samsung Electronics YouTube Video Content Contest

+Publication

2025 06 User Experience Across Conversation Interface In AI English Speaking Chatbots : A Moderation Analysis of Individual Proficiency

2025 08 The impact of AI English conversation interface types on user experience : focusing on the moderating effect of proficiency

+Study

2025 03 Korean Institute of Design Promotion – Service Design Camp

2024 02 LIKELION Rocket Bootcamp

2023 05 LIKELION Research School (UX research, research methodology, usability testing, IA, GUI design, heuristic evaluation, interaction design)

+Project

Snap Cash Snap Cash— UX/UI design

Codee UX planning, component design, character development

Say cheeeze Album-side personal project

Index

01

REWARD APP DESIGNED FOR THE PHOTO-SHARING HABITS OF THE 2030 GENERATION

I designed an experience that allows users to naturally engage with the app based on their daily lifestyle and photo-taking behaviors by creating various participation scenarios.

Product Designer, UX Researcher (1 Product Designer / 1 PM / 1 Front-end / 1 Back-end)

2024.05-2024.07 (3 Month)

Background

Users in their 20s–30s are highly accustomed to taking and sharing photos; however, existing reward apps are mostly composed of simple structures—stamp collections, ads, or point viewing—resulting in low retention.

Goal

To design an intuitive UX where taking a photo instantly leads to receiving a reward, allowing users to naturally use the recording and reward-tracking features as part of their daily flow.

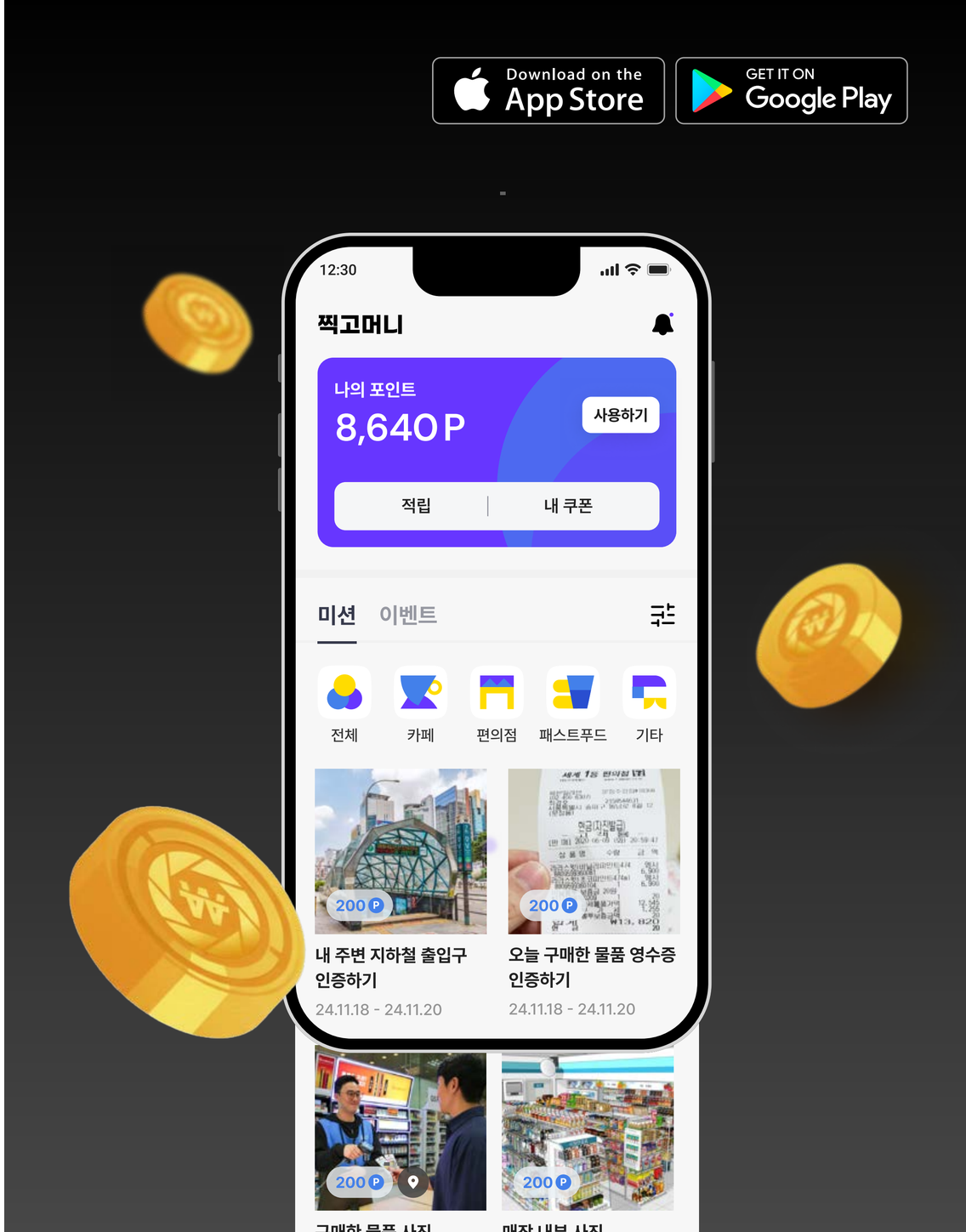
Challenges

- Designing a reward system that seamlessly links photo-based behavior with natural user experience.
- Creating motivators and lightweight UI elements that encourage repeated use.

Process

We identified real user pain points and quickly iterated to improve the experience through a discovery-to-refinement process.

Discovery — Define — Design iteration



Problem Definition

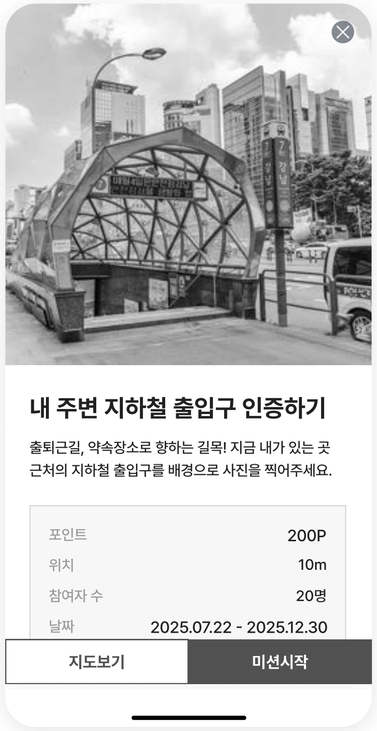
Users in their 20s and 30s are highly familiar with taking photos and sharing content, but existing reward apps rely on repetitive and overly simple participation structures (e.g., stamp checks, watching ads), resulting in rapid decline in engagement and low retention.

We conducted FGI (Focus Group Interviews) with 14 users in their 20s–30s to identify pain points in current reward apps and validate the suitability of photo-based reward UX.

AS-IS		TO-BE
Repetitive participation methods (stamp checks, ad viewing, etc.)	→	Mission-based UI with diverse participation paths (e.g., map-based missions, challenges, etc.)
Confusing and cluttered UI, causing cognitive overload	ACTION-TO-REWARD FLOW	Simple photo-verification flow so users can earn points instantly and effortlessly
Lack of motivation after short-term use	→	Instant reward UI that maximizes motivation for short-term participation

AS-IS

Users need to scroll to find the information required for each mission.



TO-BE

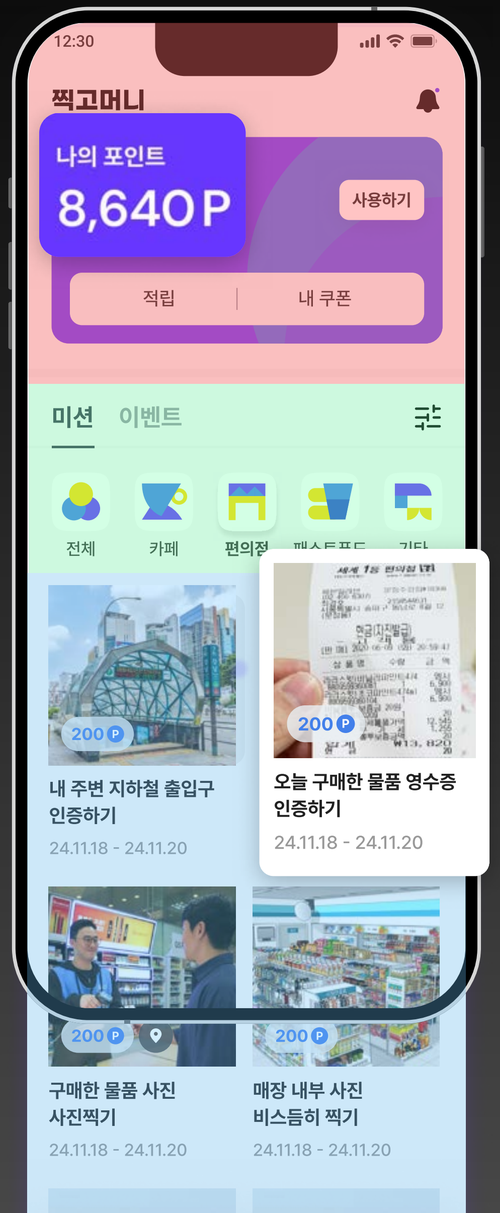
Mission-related information is visually prioritized so users can see everything at a glance when they tap a mission.

Prioritizing Photo-Centric Mission Experience

We reorganized the layout so that key mission information is immediately visible, allowing users to instantly understand the mission objective and reward, and encouraging quick participation.

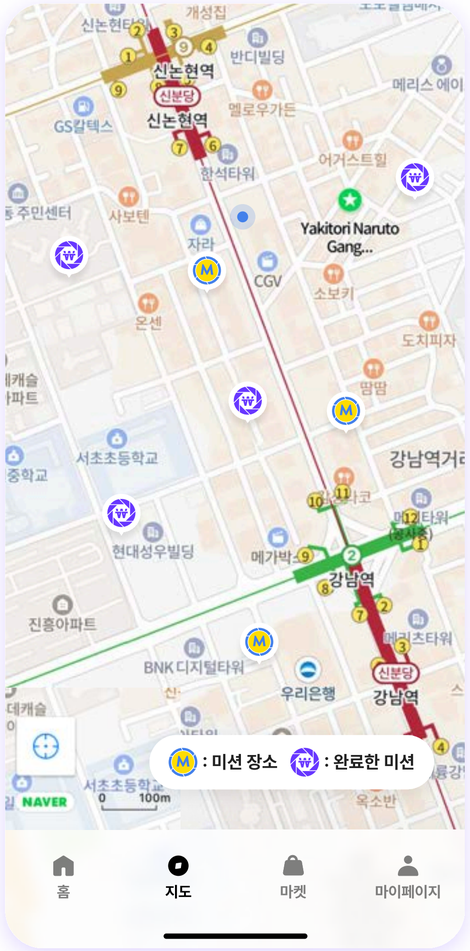
Iteration

Improving the Clarity of Mission Information



UI Design

I streamlined the mission UI so that all essential information appears on one screen when a mission is selected. By making photo-centric data immediately visible, users can quickly understand the task and participate without extra navigation.



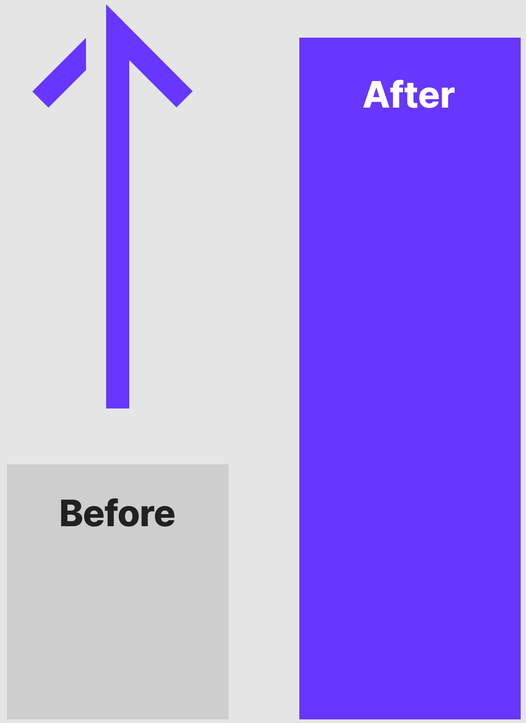
Admin UI Design

Iteration

I redesigned the admin dashboard to show key metrics—mission activity, point distribution, and user trends—at a glance, enabling faster and more efficient decision-making.

Results

User engagement increased significantly, with mission completion rates rising by 36% after the UX improvements. The operations team was also able to clearly understand participation patterns in real time, allowing them to quickly identify high-performing missions and improve overall efficiency.



User Engagement After The UX Improvement

36%

찍고머니

Iteration

Admin Results

Using real-time participation data, missions were automatically diversified and tailored to user behavior.

오늘 구매한 물품 영수증 인증하기

24.11.18 - 24.11.20

23,144 Submissions For “Verify Today’s Purchase Receipt”

내 주변 지하철 출입구 인증하기

25.12.10 - 25.12.30

20,167 Submissions For “Verify Local Subway Entrance”

02

DESIGNING A CODING LEARNING EXPERIENCE USING REAL-TIME AI FEEDBACK

Existing coding test platforms lack real-time feedback, making it easy for beginners to get stuck and difficult to maintain motivation when learning independently.

Product Designer (1 Product Designer / 1 PM / Front-end / Back-end)

2025.01-2025.03 (3 Month)

Background

Most coding platforms lack instant feedback, causing beginners to get stuck and lose their learning flow. Without motivational elements, it's also hard for users to stay engaged when learning alone.

Goal

To combine AI-driven real-time feedback with game-like motivational elements, creating a “guided self-learning” coding experience where users feel support and a sense of progress even when studying independently.

Challenges

- Many platforms only offer feedback after code submission, making it hard for learners to receive immediate assistance.
- Lack of long-term motivational features results in reduced engagement over time.

Process

Through user research, we identified core learning obstacles and iteratively refined solutions through rapid prototyping and repeated testing.

Discovery — Define — Design iteration

Problem Definition

Although users learn through various coding test websites, most platforms use similar problem-solving formats and lack personalized feedback systems, resulting in low motivation and difficulty sustaining long-term learning.

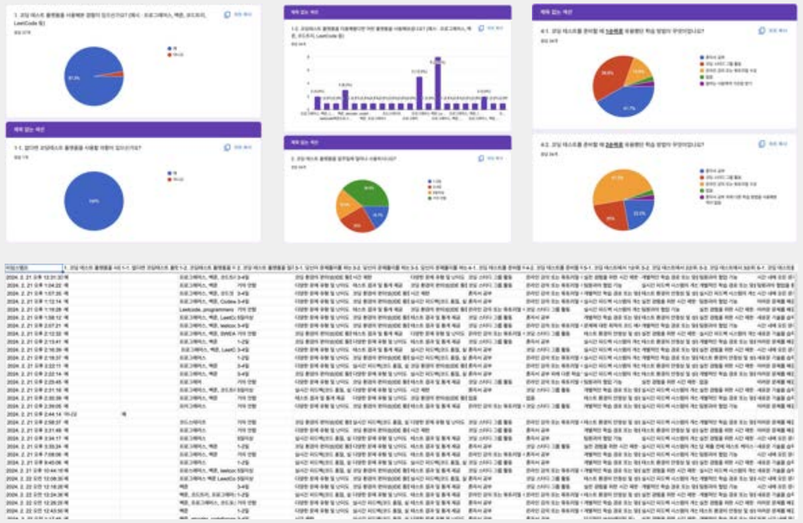
1. Desk Research - Competitor Analysis

We analyzed seven major coding platforms and identified common issues in problem-solving flow, feedback delivery, and motivational design.

Analysis of
7 Coding Test Platforms

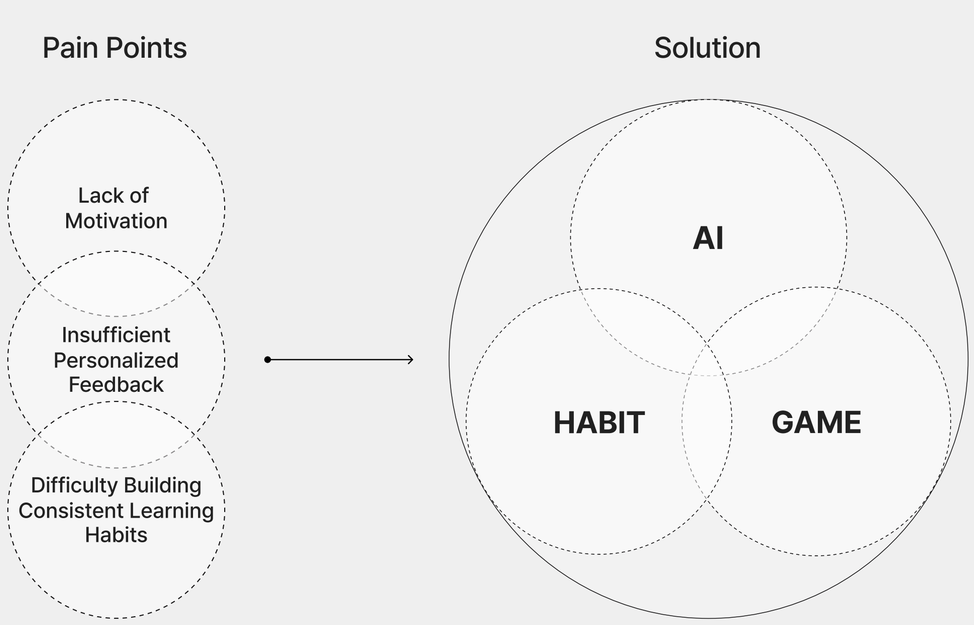
LeetCode
HackerRank
CodeSignal
SOLVED.AC
BAEKJOON ONLINE JUDGE
programmers
CODEFORCES

User Survey on Current Coding Platforms



2. Problem Identification

To address these challenges, we proposed a solution combining AI feedback, gamification, and habit-building mechanisms to support sustained coding practice.



Solution Explain

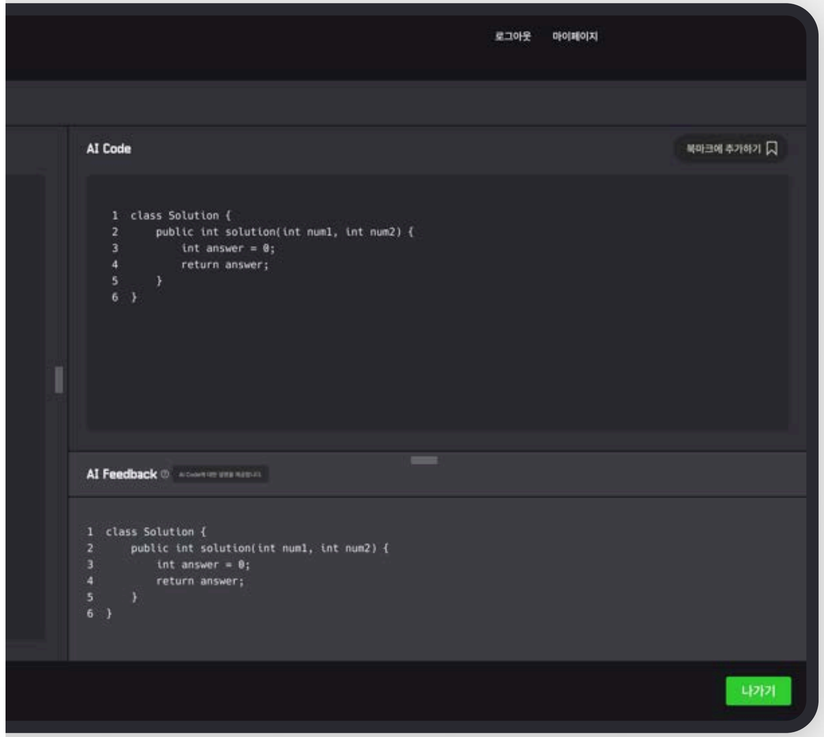
To address these issues, I designed a sustainable coding learning experience that combines character progression, AI-powered real-time feedback, and a daily learning routine.

Character Growth

Users earn points by solving problems and level up their character, **providing long-term motivation.**

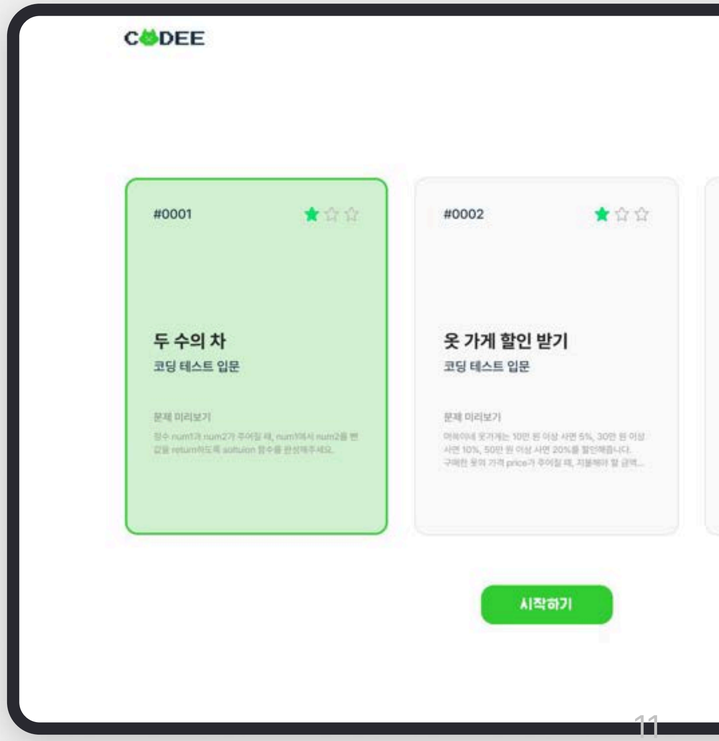
AI-Based Real-Time Feedback

AI provides explanations and corrective **guidance tailored to the user's code.**



Daily Learning Routine

Recommends three problems per day to help users **build consistent learning habits.**



Graphic System

Coding tests made easy for beginners

Solve problems and level up your Codee!

Compare your code with AI

Solve 3 problems a day — make it a habit!

Lv.1

Lv.2

Lv.3

Lv.4

Lv.5

Color

Dark green	Normal	Point	Normal	Lignt	Background	Section Default	Section Feedback
#44B044	#32CD32	#00E46C	#192E47	#27466B	#17171B	#32323A	#3F3F47

900	800	700	600	500	400	300	200	100	50
#363738	#454545	#545454	#777777	#8b8b8b	#989898	#bdbdbd	#dbdbdb	#eaeaea	#f4f4f4

Typography

Display

Headline 1	**34 Coding Tests Made Easy for Beginners**	32	Bold	Pretendard
Headline 2	**28 Coding Tests Made Easy for Beginners**	28	Bold	Pretendard
Title 1	20 Coding Tests Made Easy for Beginners	20	Medium	Pretendard
Pixel Text 1	20 START TEST . . .	20	Medium	Galmuri11
Title 2	16 Coding Tests Made Easy for Beginners	16	Medium	Pretendard
Title 3	14 Coding Tests Made Easy for Beginners	14	Regular	Pretendard
Pixel Text 2	14 Coding Tests Made Easy for Beginners	14	Regular	Galmuri11
Title 4	12 Coding Tests Made Easy for Beginners	12	Regular	Pretendard

Icon

Chips

Complete Failed

- Complete
- Failed
- No recorded

Tabs

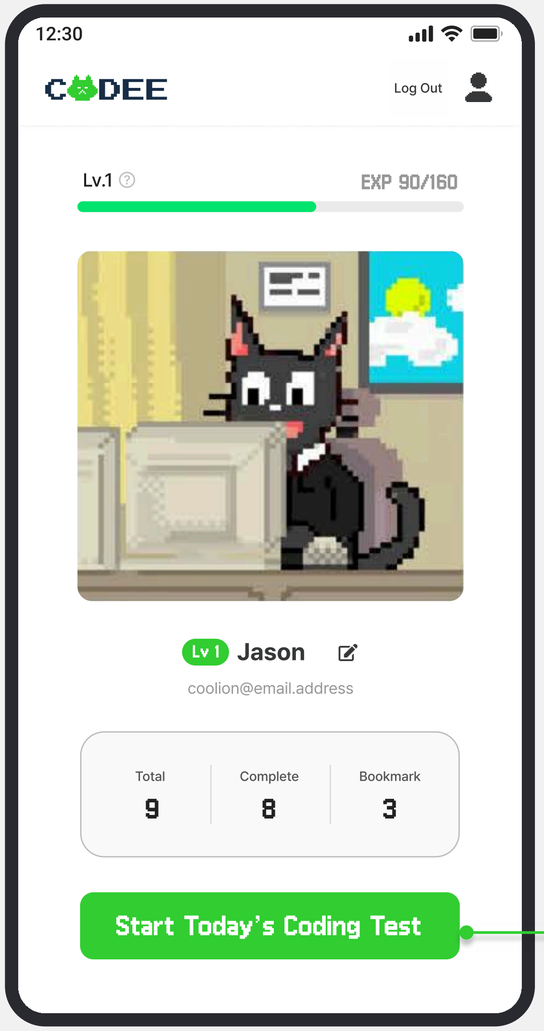
My Code My Code My Cod

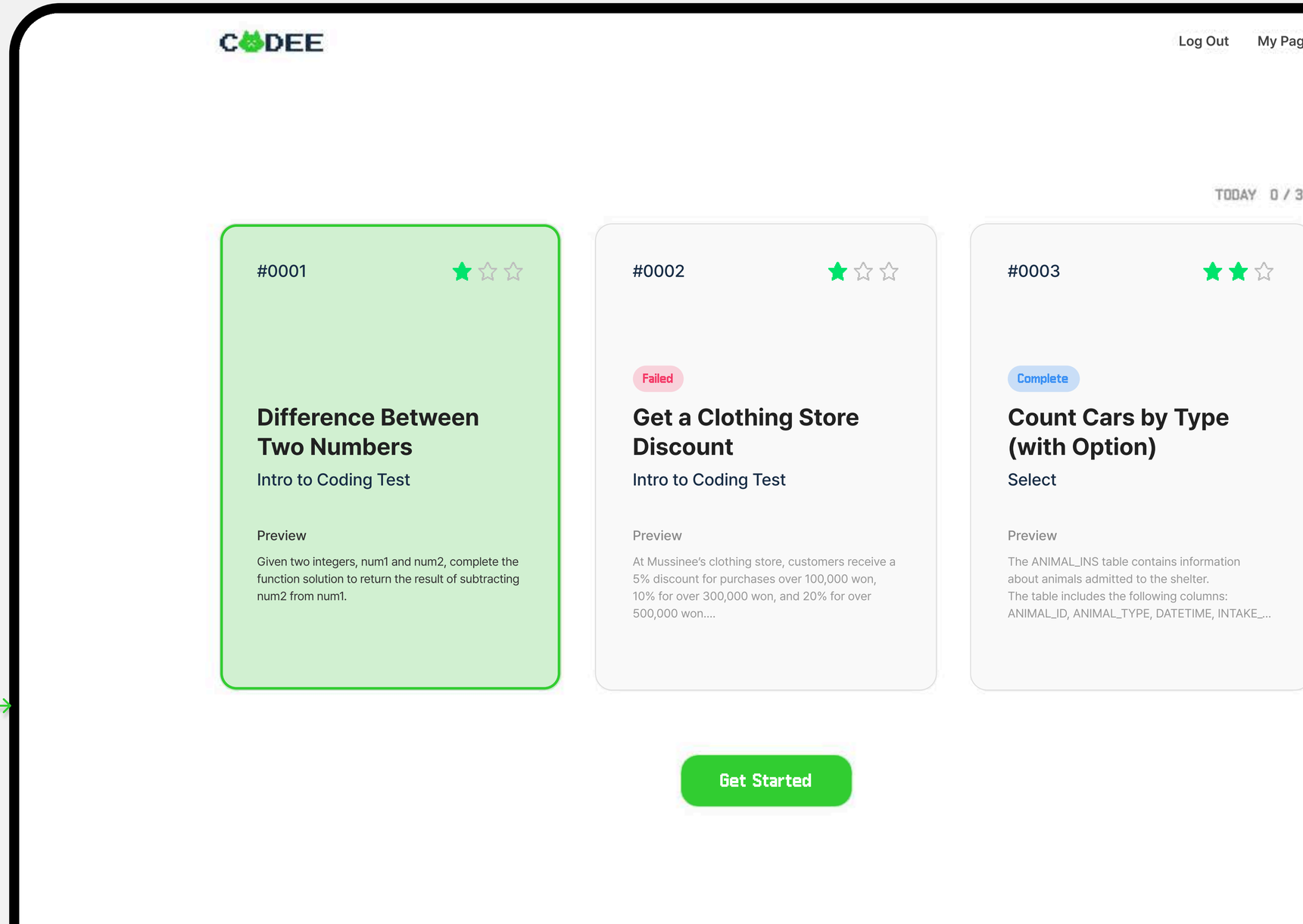
My Code My Code My Cod

My Code My Code My Cod

UI Flow

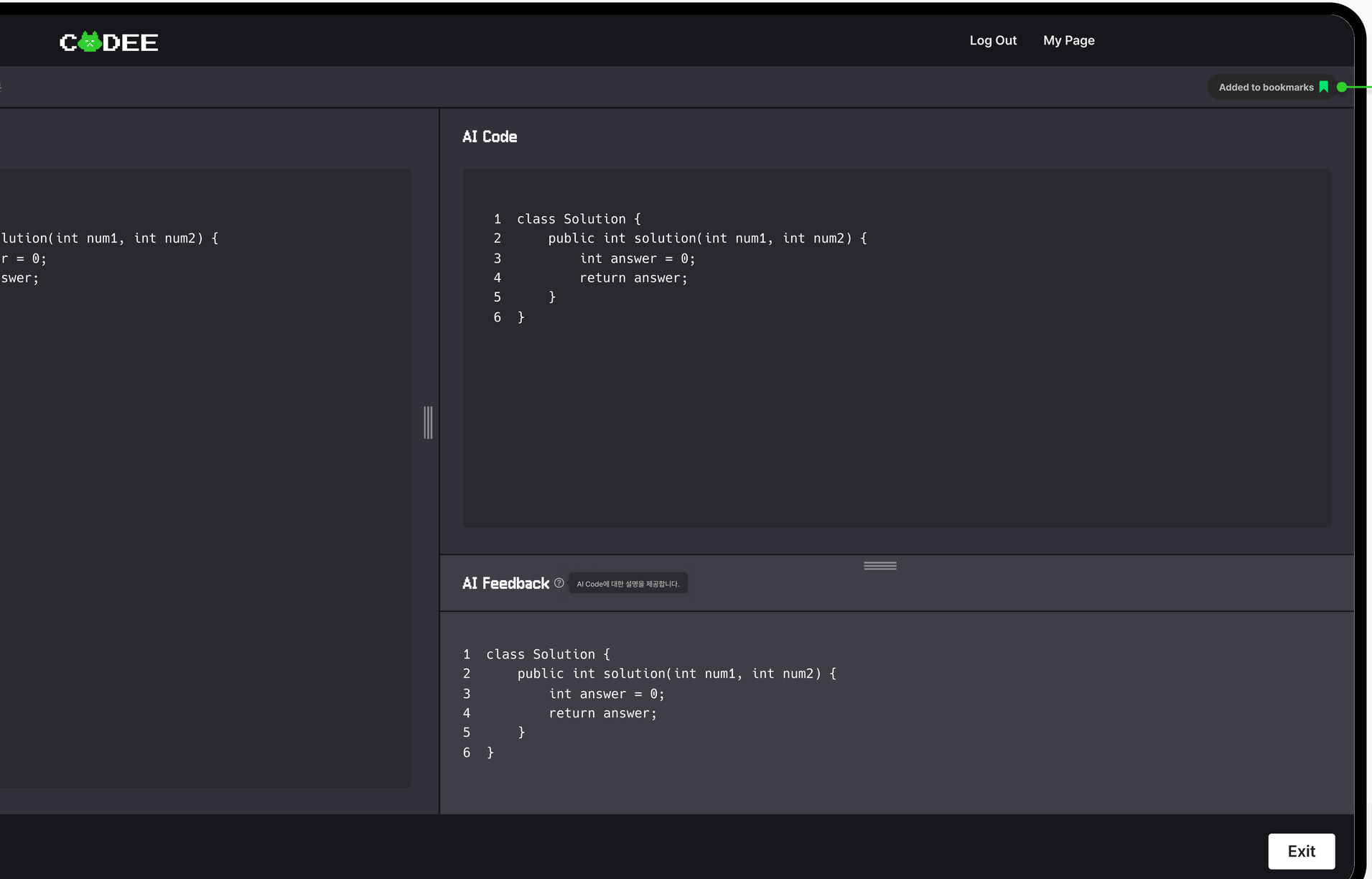
At Codee, AI generates three new problems every day to help users build consistent coding habits.
Each successful solution earns a “check-in stamp,” allowing users to visually track their progress and achievements.

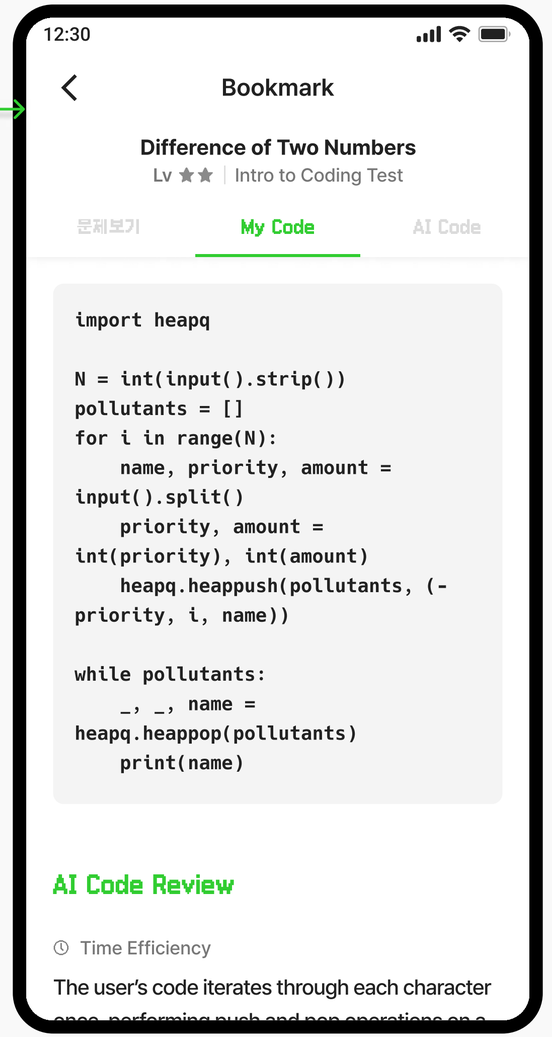




UI Flow

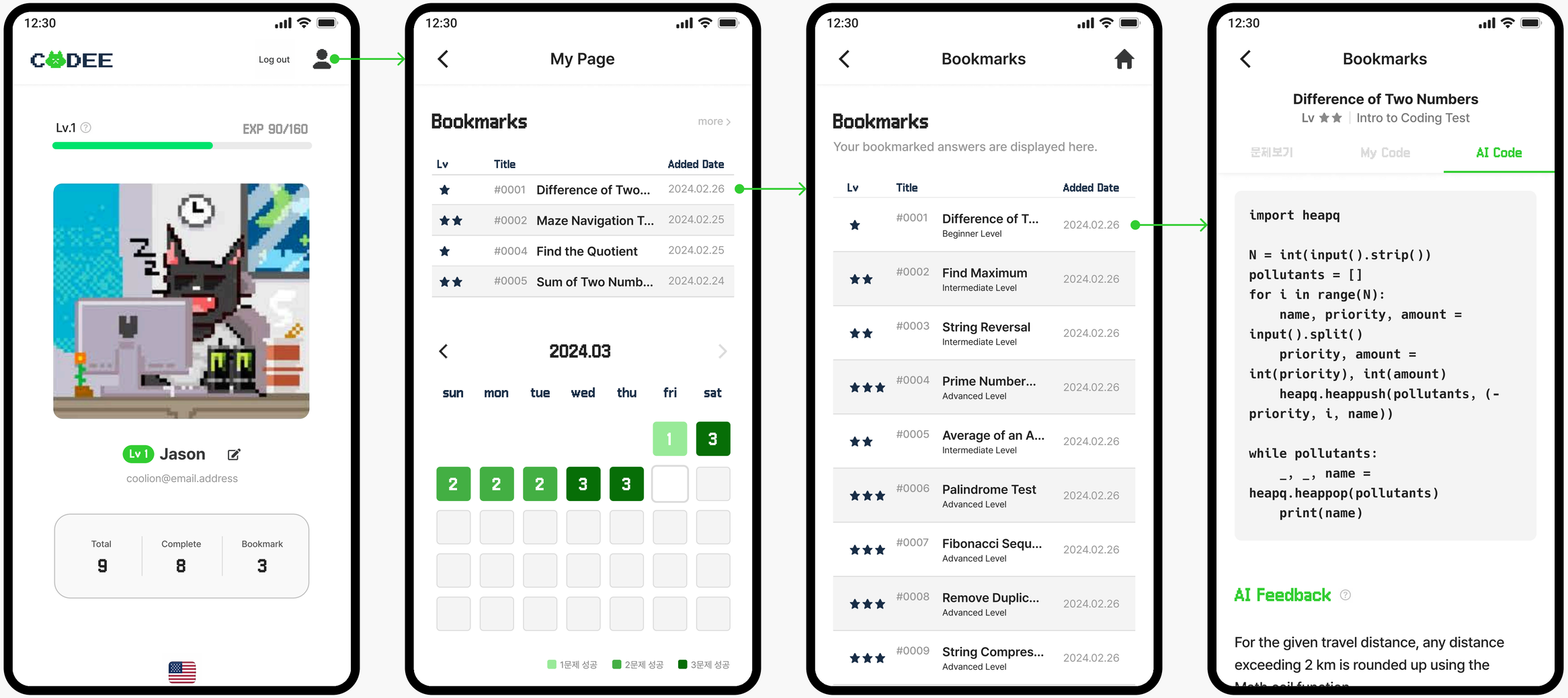
You can identify issues in your code and receive feedback by comparing it with AI-generated solutions.
Codes can be saved as bookmarks, and the responsive design allows you to review them anytime, anywhere.





Responsive UI Design

Based on user feedback (VOC), a responsive UI was designed to allow users to review their code anytime, anywhere.
While coding is not available on mobile devices due to the nature of the interface, users can still revisit and review the problems they have solved.



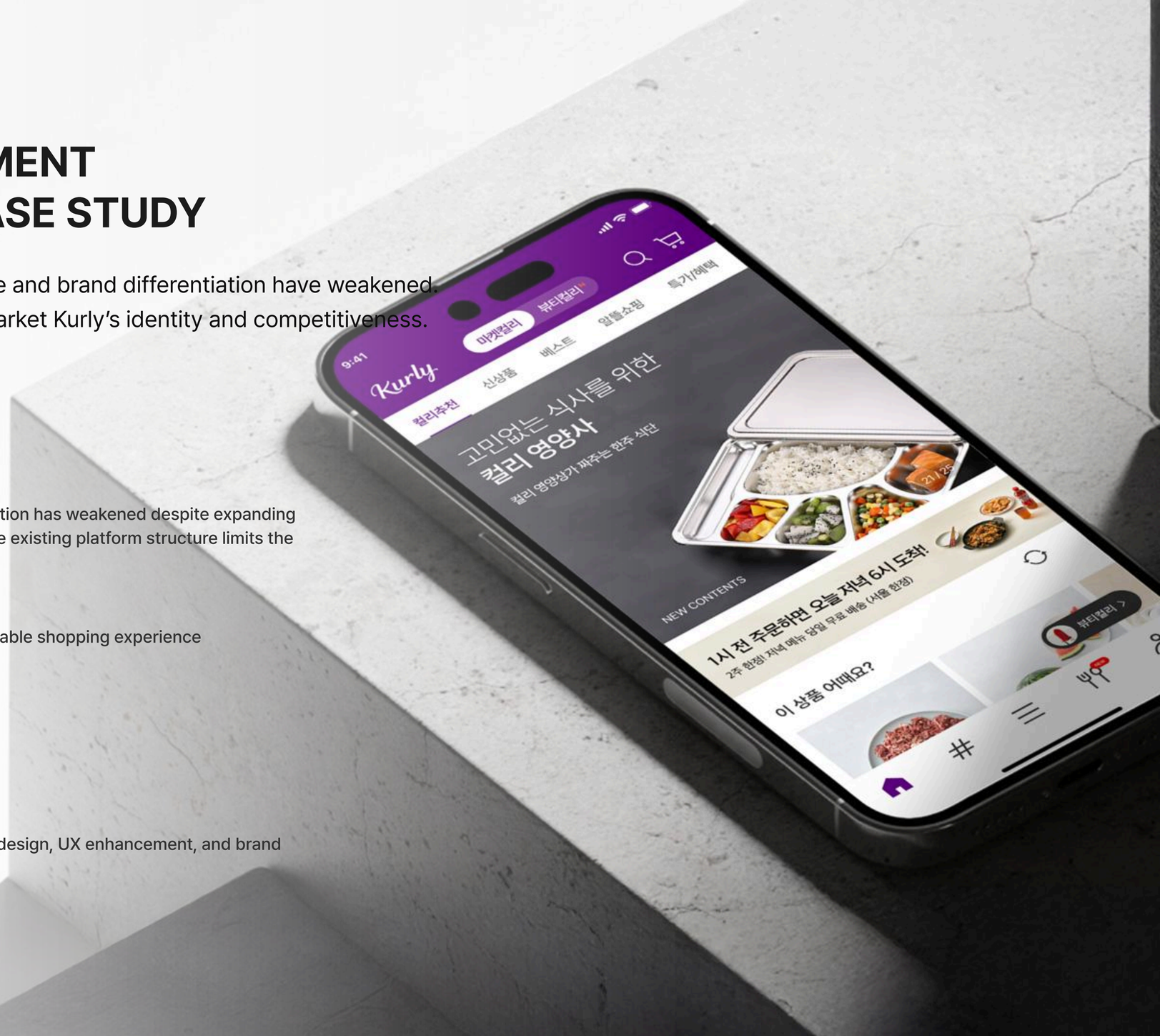
03

MARKET KURLY UX IMPROVEMENT & NEW SERVICE PLANNING CASE STUDY

As the dawn delivery market grows, Kurly’s early advantage and brand differentiation have weakened.
This project explores new service directions to reinforce Market Kurly’s identity and competitiveness.

Product Designer, UX Researcher(4 Product Designer)

2023.05-2023.07 (3 Month)



Background

With increased competition in the dawn delivery market, Kurly’s differentiation has weakened despite expanding into categories such as Beauty Kurly and curated services. Additionally, the existing platform structure limits the ability to enhance user experience and reinforce the brand.

Goal

To reinforce Kurly’s brand identity while creating a differentiated and enjoyable shopping experience that enhances platform competitiveness.

Challenges

- Users value reviews but rarely write them.
- Users struggle to navigate the menu structure efficiently.

Process

Through user research, we identified key issues and iterated through IA redesign, UX enhancement, and brand experience improvements.

Discovery — Define — Design iteration

Research

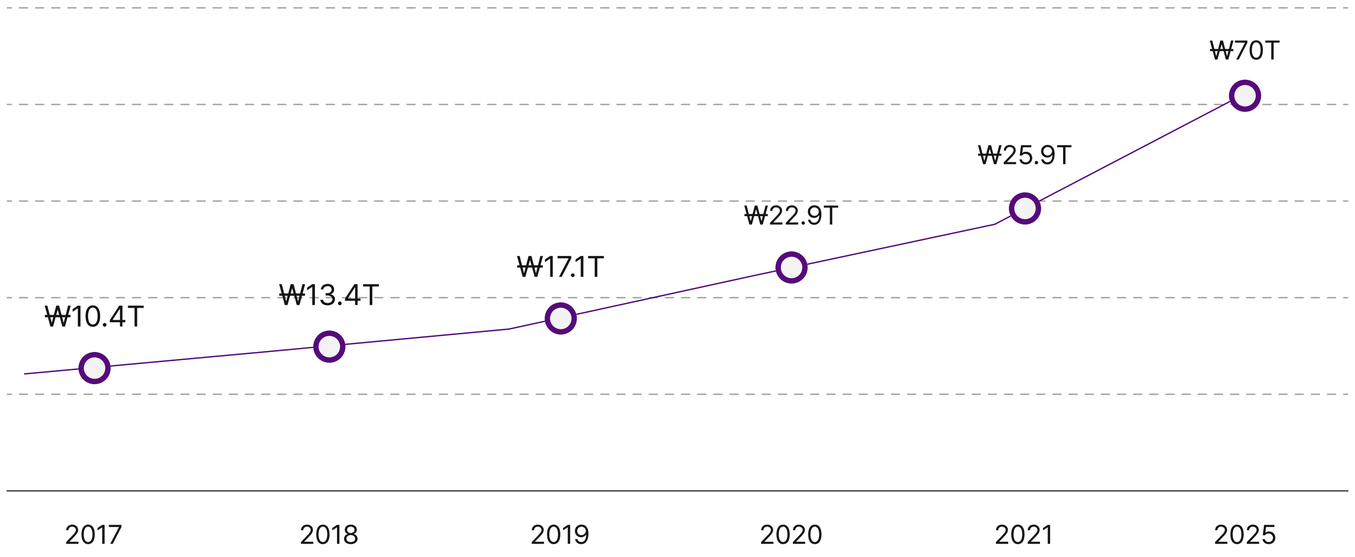
Although Kurly pioneered the dawn delivery market, its unique advantages are fading. We explored ways to strengthen Market Kurly while maintaining its brand direction.

1. Desk Research

With the online grocery market still expanding, opportunities remain—but new differentiation is needed beyond dawn delivery.

Online Grocery Market Trends

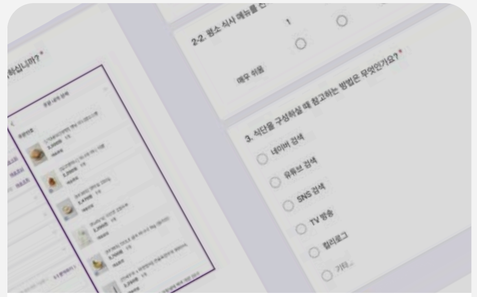
Statistics Korea, AT Kearney (2025 forecast)



2. User Research

1st Round

Online Survey



Goal

Understand lifestyle patterns and how users engage with Kurly.

Question Categories

Product search, purchase reviews, meal habits

2023. 06. 7 - 11, questions | 86 responses

2nd Round

In-depth Interviews

Goal

Identify unmet needs during the user journey within the Kurly app.

Question Categories

Search, reviews, recommendation features, purchase forecasting

18+ questions

Survey Results

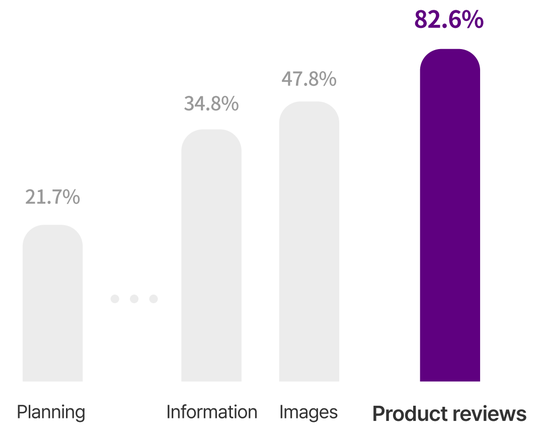
Users value reviews highly, but they rarely write detailed reviews themselves and often struggle to choose what to eat due to overwhelming menu options.

3. Results Analysis

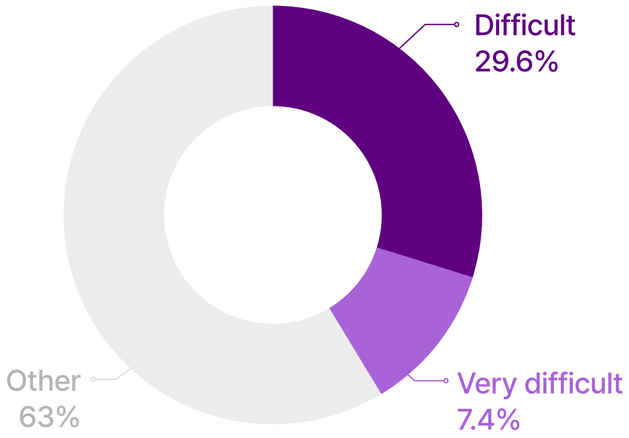
Users rely heavily on reviews and often struggle to choose meals.

Survey Questionnaire URL

Q6. What do users consider most important when deciding on a purchase?



Q2. Do users find it difficult to choose meals?



Discovery | Define

UX Strategy

Limited differentiation from other e-commerce platforms

Declining Kurly engagement

Few authentic, high-quality reviews

PROBLEM

GOAL

- **Build a lifestyle curation experience**
- Make Kurly responsible for guiding users' everyday food choices ("Dining Style")

UX DESIGN

- Provide trustworthy recommendations through curated, data-driven insights
- **Improve usability to increase user participation and exploration**

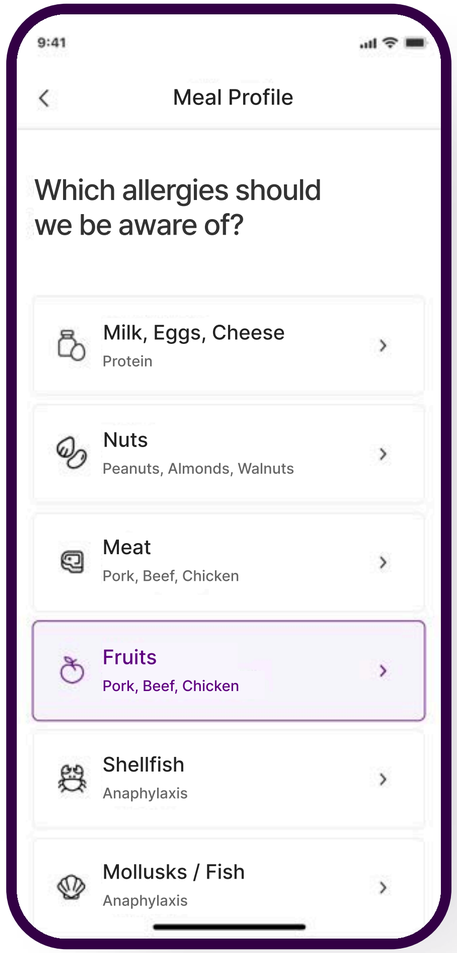
FUNCTION

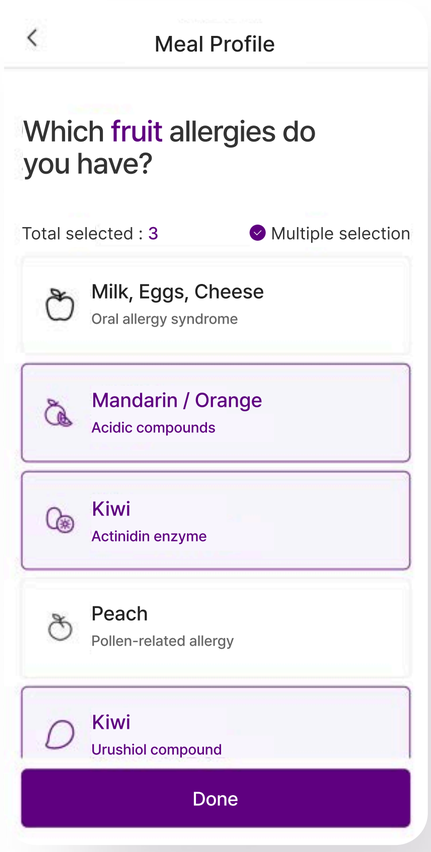
- Reduce unnecessary icons and introduce intuitive food recommendation elements for a clearer interface
- Present reviews in a more scannable format for easier browsing

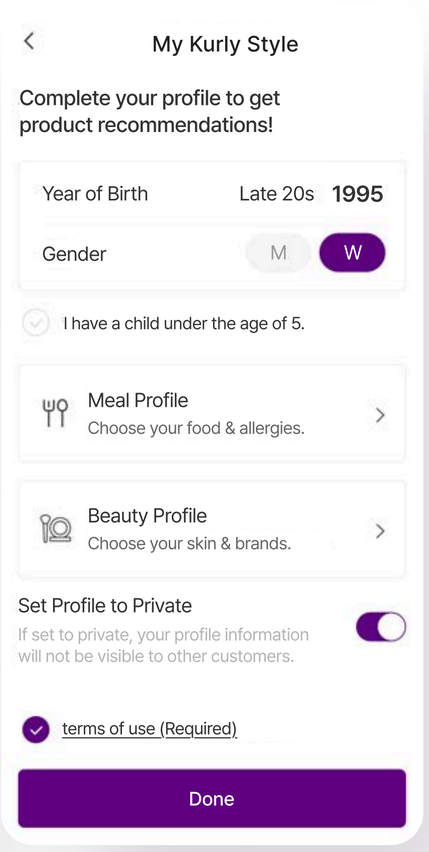
Hae-Mi's Needs Point

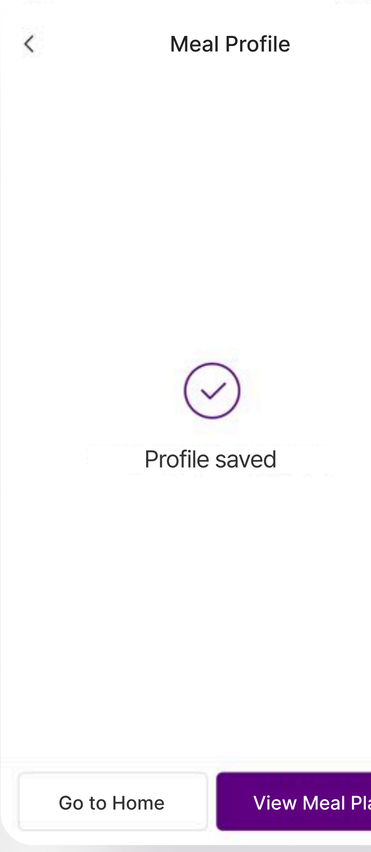
Personalized Meal Profile

We provide information tailored to users.







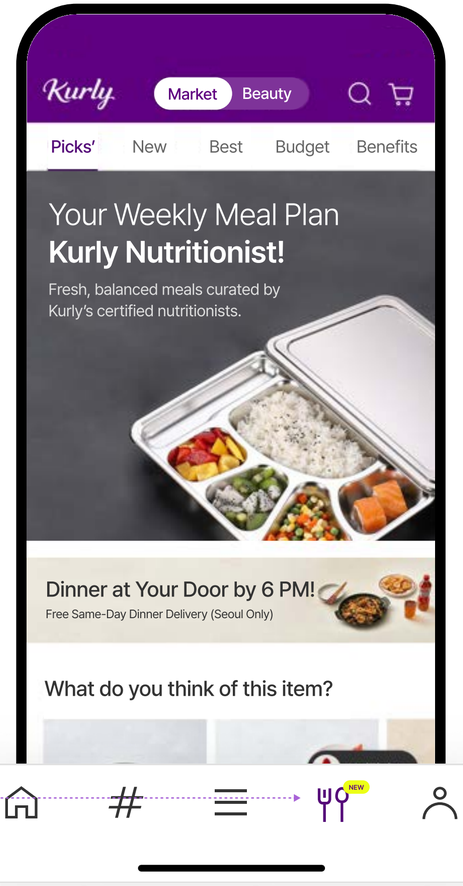


Product Design / My Kurly Menu

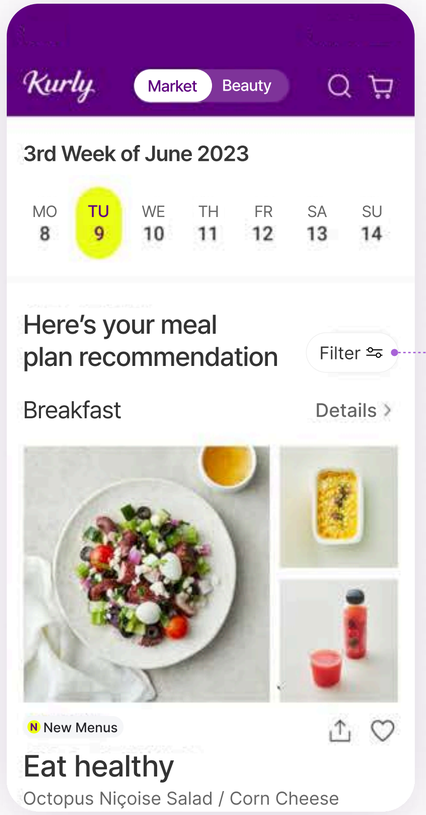
Hae-Mi's Needs Point

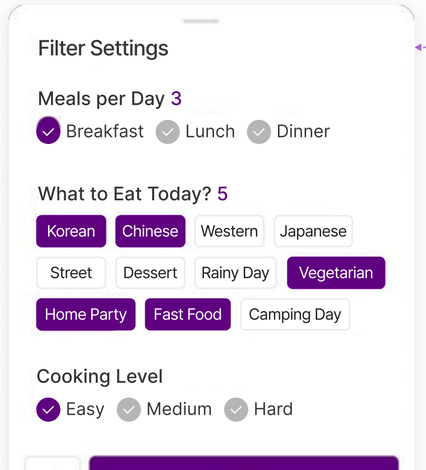
Kurly Meal Plan

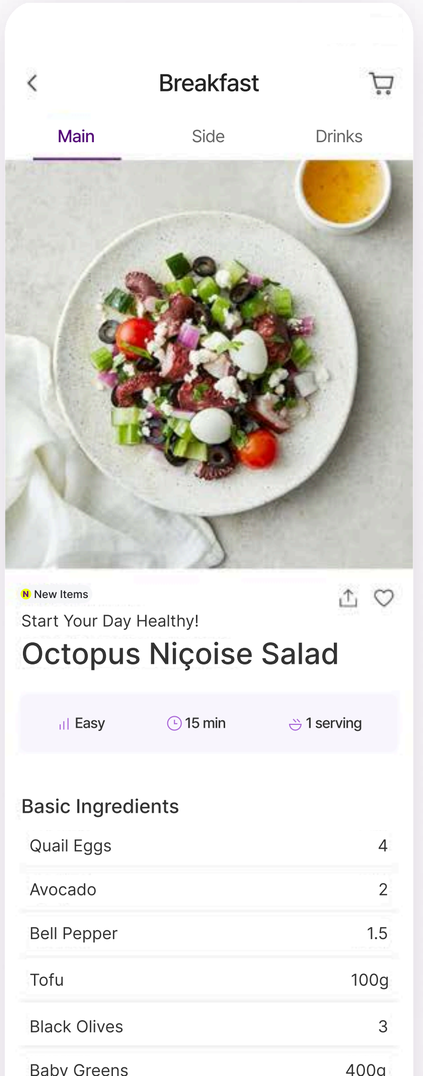
Weekly meal categories
tailored for you

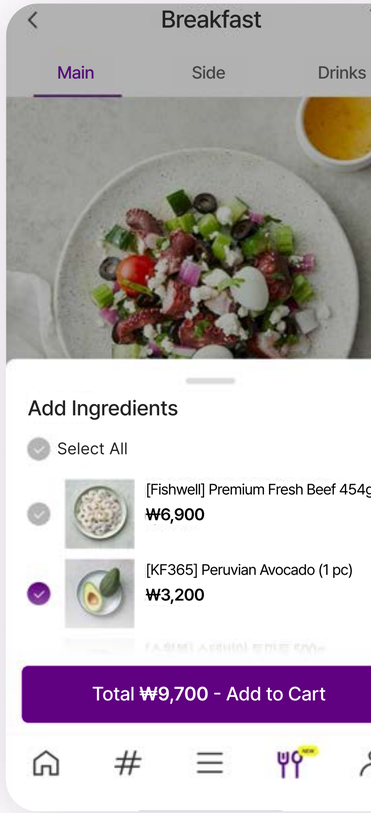


Kurly Weekly Meal Plan
Bottom Nav Button



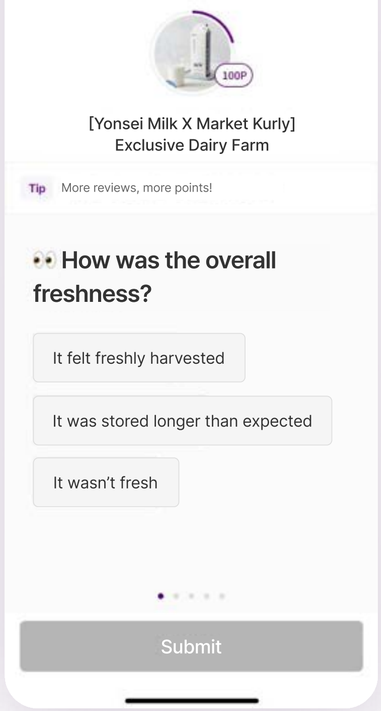


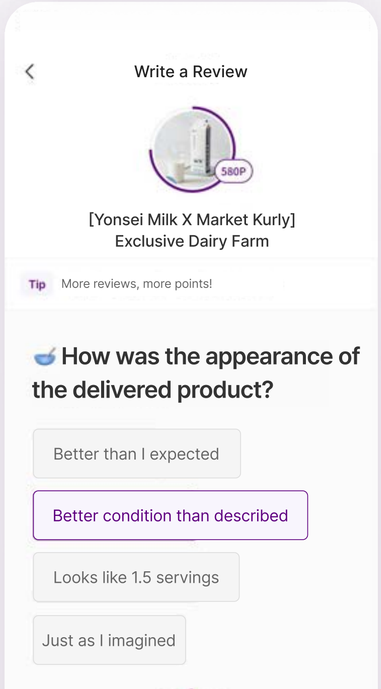


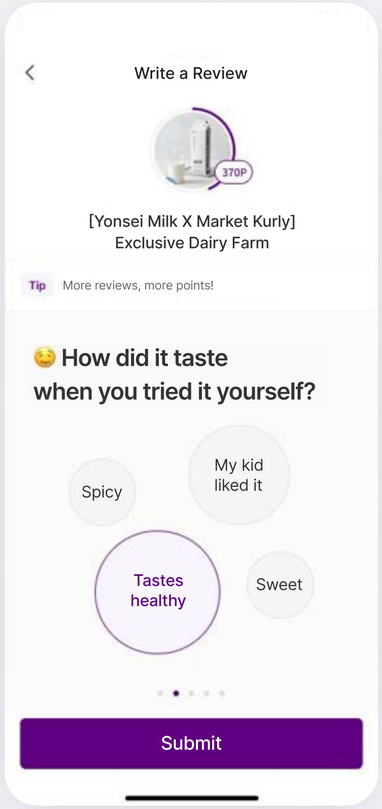


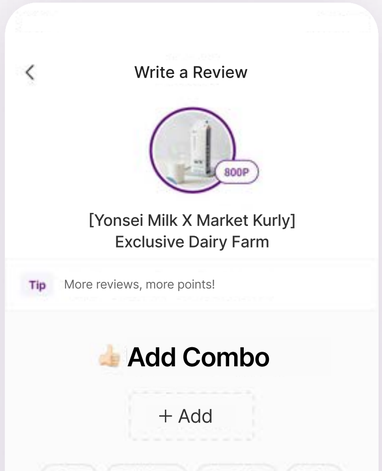
Product Design / Review(1)

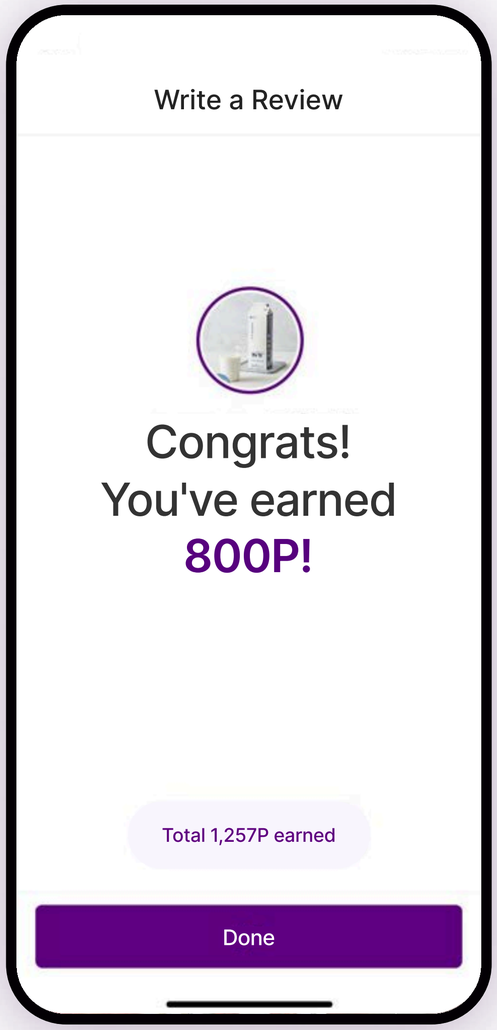
Iteration



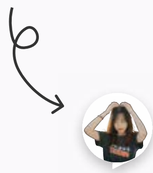








Yeon-hee's Needs Point



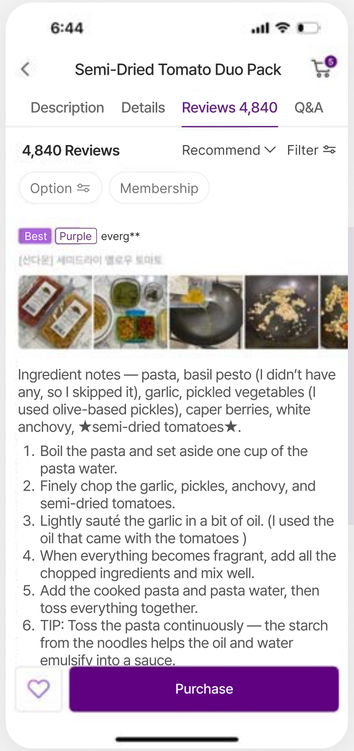
One-Touch Review

Earn more by writing
detailed reviews

Product Design / Review(2)

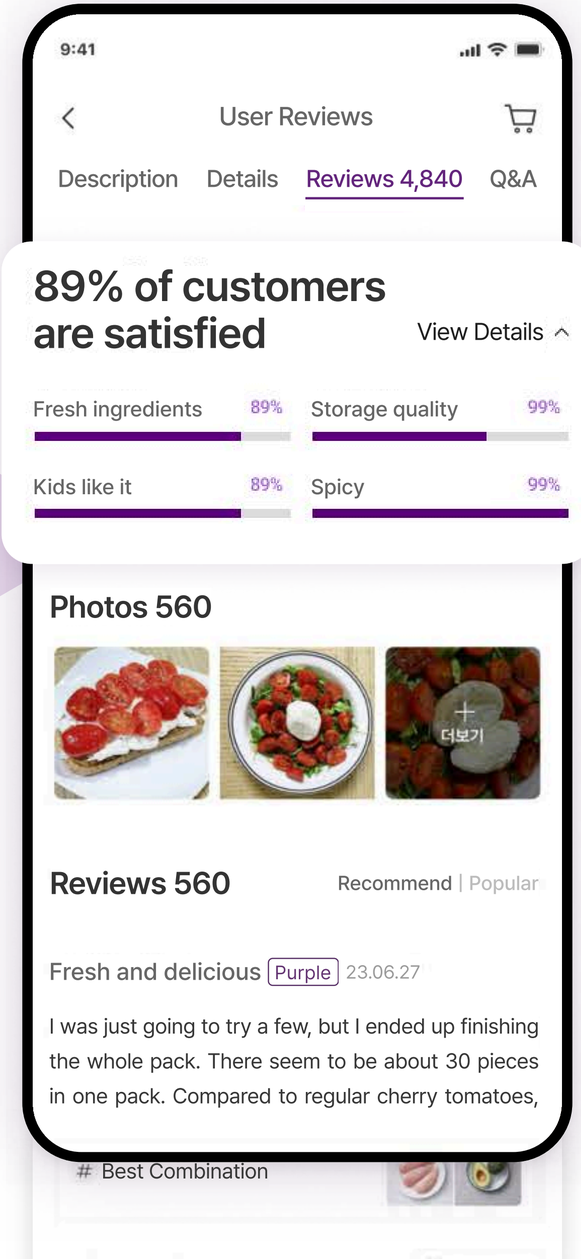
As is

Yeon-hee's Needs Point



Review text is long and difficult to scan, making it hard for users to judge product quality with confidence.

To be



Review Visualization

Key review keywords are visualized through simple graphs, allowing users to quickly understand positive and negative points at a glance.

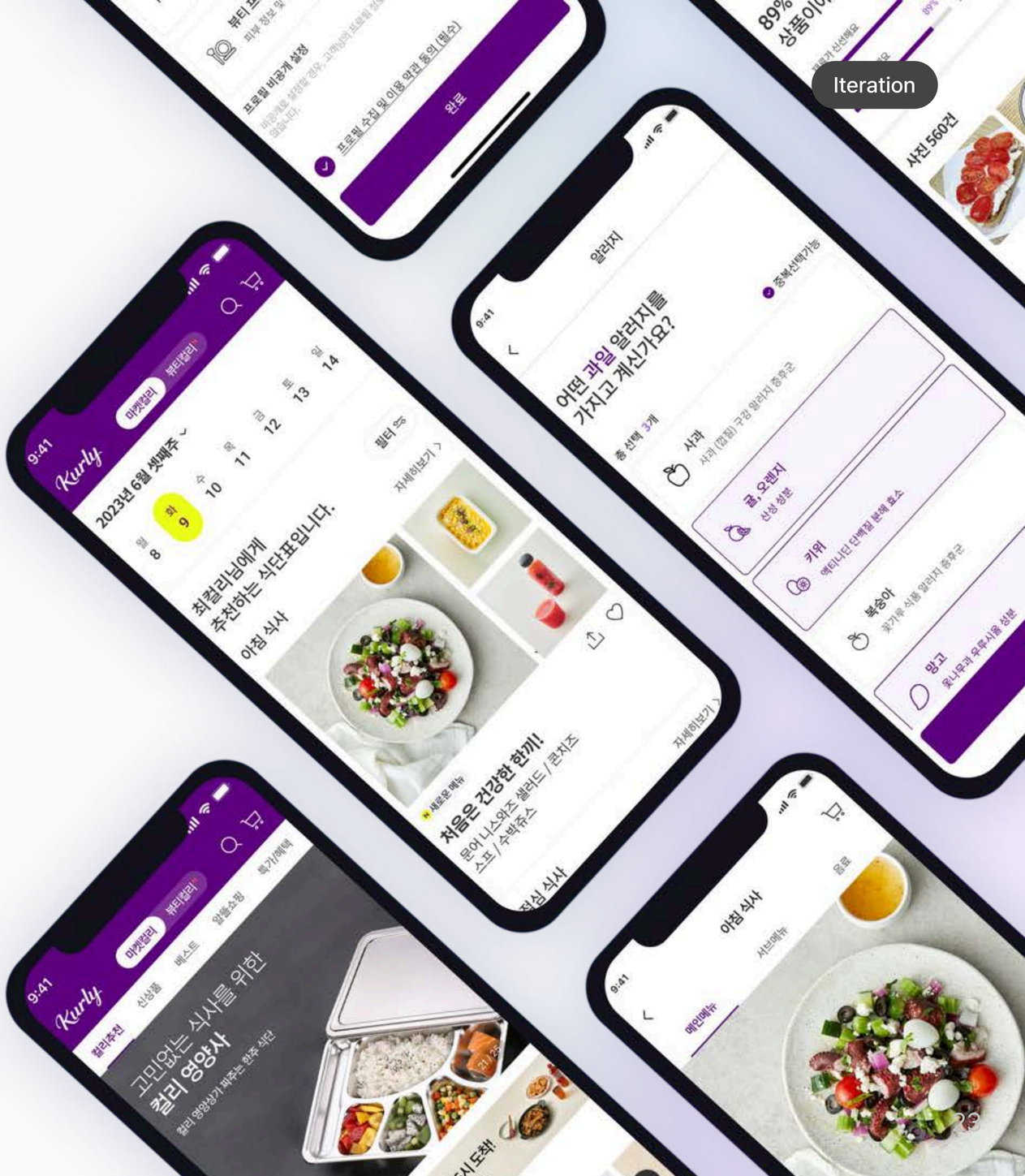
Lesson Learn

A, Office Worker, 20s

“Thanks to the reward feature for writing quick reviews, I started participating in reviews more often.”

“By setting up my meal profile, Kurly now provides recommendations tailored to me, so I can easily check what fits my diet today.”

B, Office Worker, 30s



Post-Improvement User Survey

Q. Compared to the previous Kurly app, how easy was it to use the review feature and meal profile?

Usability Rating: 8/10

04

DESIGNING ADAPTIVE AI CONVERSATION INTERFACES BASED ON LEARNER PROFICIENCY

This study examines how different levels of AI anthropomorphism influence English learners' cognitive load and user experience. Based on experimental findings, I designed UX guidelines tailored to varying learner proficiency levels.

Product Designer, UX Researcher

2024.09-2024.12 (3 Month)

Background

Most AI learning apps provide uniform interfaces that fail to account for learner proficiency, limiting personalization.

Goal

Design adaptive conversational interfaces that adjust to learner proficiency and improve engagement and learning efficiency.

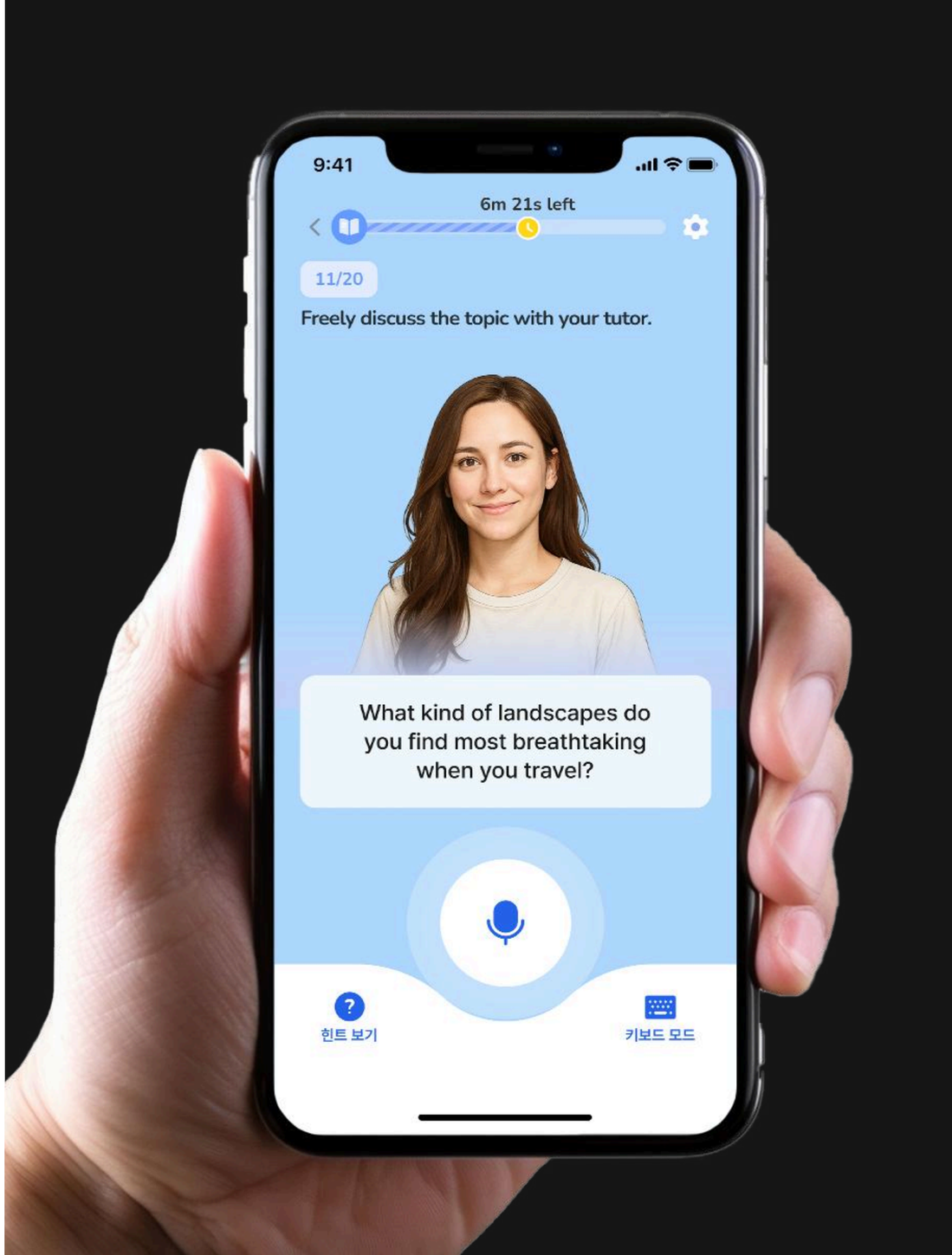
Challenges

- Early systems cannot accurately detect proficiency or tailor interfaces accordingly.
- Uniform UIs overlook cognitive differences between beginner and advanced learners.

Process

Identified user pain points through research and refined solutions via rapid, iterative prototyping and evaluation.

Discovery — Define — Design iteration



Problem Definition

Most English-learning apps use the same interface for all learners, overlooking proficiency and cognitive load—leading to low engagement and poor retention.

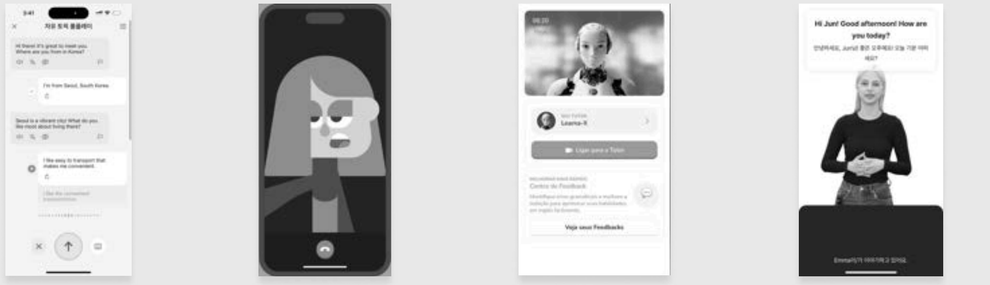
1. Desk Research - Competitor Analysis

Eight domestic and global English conversation apps were analyzed from an interface and feature perspective.

Domestic and global English conversation apps

Speak, duolingo MAX, praktika.ai, 현지체험영어 스피킹맥스, ELSA, leora, Xeropan

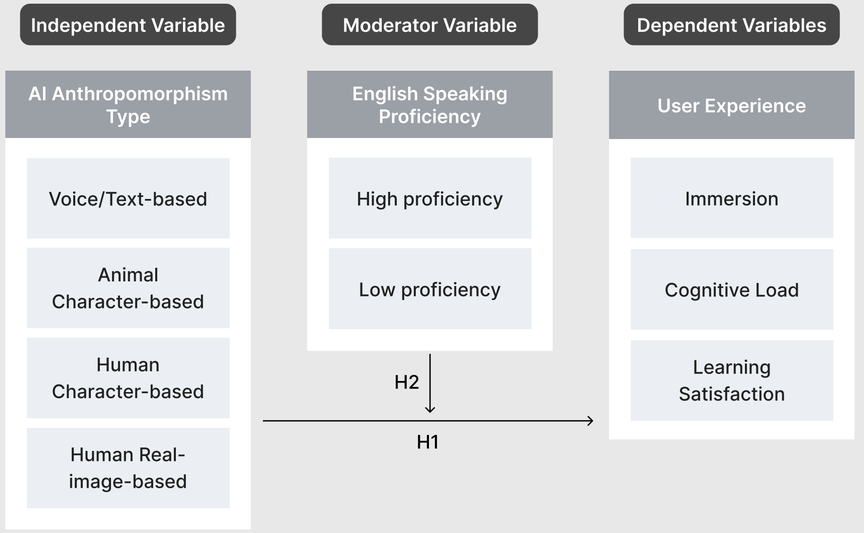
Classified into four interface types



Voice/Text-based Dialogue | Character-based Dialogue | Human Avatar-based Dialogue | Real Human Video Dialogue

2. Research Model

A model was designed using independent, moderating, and dependent variables.



Experiment & Results

After letting users experience four types of AI interfaces, we found that anthropomorphism levels affect immersion, cognitive load, and satisfaction differently depending on learner proficiency.

3. Experiment

Participants tested four AI interface types, and we evaluated immersion, cognitive load, and satisfaction.

Period

Sept 4 – Sept 29, 2024 (1 Month)

Place

Offline (Cafés) + Online (Zoom)

Method

Participants Tested Four AI Interfaces For ~20 Minutes Each

Interviewee

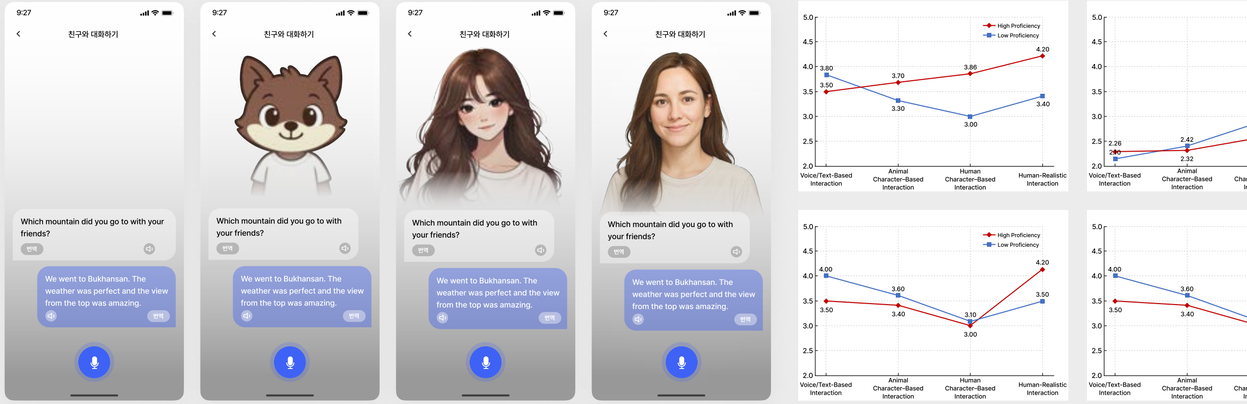
100 Users Were Pre-Tested For English Speaking Proficiency.

4. Results

Results showed that anthropomorphism affects beginners and advanced learners differently, revealing different optimal interfaces for each group.

Result 1. Real-human interfaces produced the highest immersion and satisfaction—but also the highest cognitive load.

Result 2. Beginners preferred text/voice-based or animal-character interfaces, while advanced learners preferred real-human interfaces.

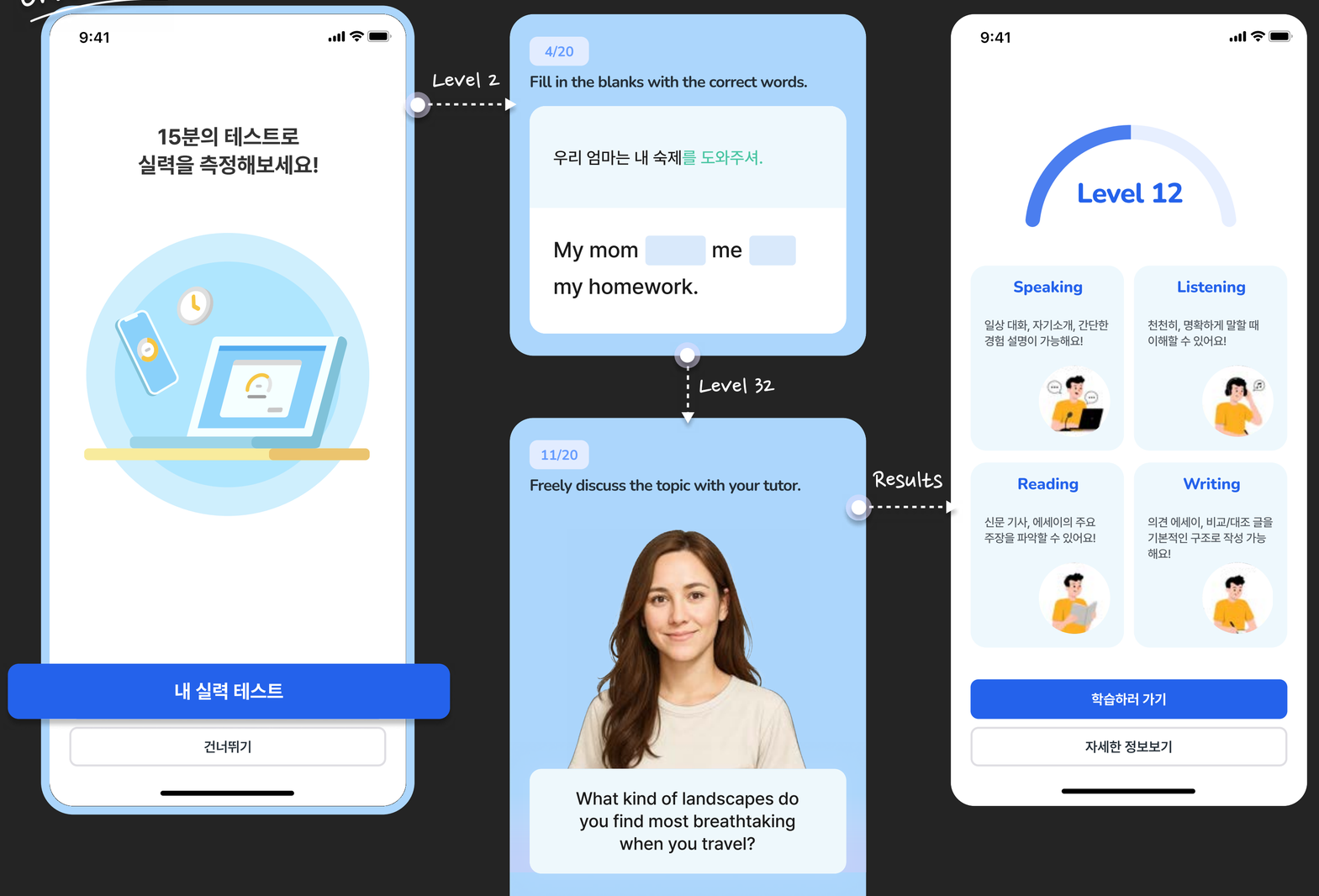


UI Design

Problem Current systems lack onboarding that detects learner proficiency and recommends the right level of anthropomorphism.

Solution Using our experiment results, we designed a personalized experience that adjusts anthropomorphism—from text/audio to character or human-like AI—based on proficiency.

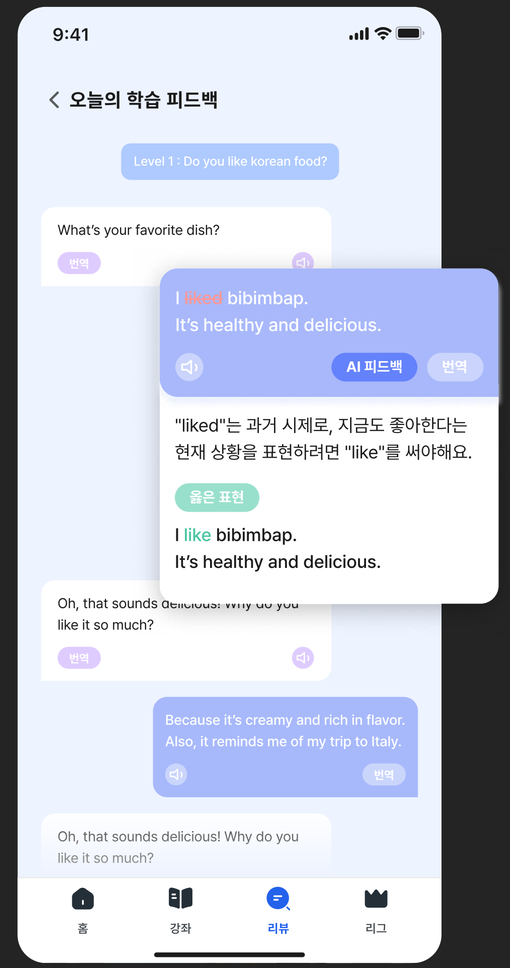
onboarding



Next Step

Iteration

Since post-learning feedback is essential, we plan to design the UI for feedback features.



Thank you

Joosung Kim | HCI Researcher | UX/UI Designer www.joosungkim.com