Joosung Kim

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Research Interests

Learning with AI: How can intelligent interfaces support how we learn, what we understand, and how we grow?

I explore the intersection of user experience design, human–AI interaction, and learning technologies. My research focuses on how AI—especially natural language processing models—can support users in learning processes, shape cognitive behaviors, and influence motivation and engagement. I use methods such as user studies, interaction design, and behavioral experiments to examine how intelligent systems can be designed to be not only functional, but also educational and human-centered. My work connects HCI, NLP, and design to improve how people interact with and learn through AI.

Key words: Human-Computer Interaction · Design Research · Natural Language Processing · Human-Centered AI

Education

Hongik University   Mar. 2023 – August. 2025

M.A. in Interaction Design   Seoul, Republic of Korea

- Advisor: Jaeyoung Yun
- GPA: 4.25/4.5

Yeungnam University   Mar. 2017 – Feb. 2023

B.A. in Visual Communication Design   Gyeongsan, Republic of Korea

- Completed Coursework in UX/UI, Typography, Design Thinking, and Volunteer Activity
- GPA: 3.57/4.5, Major GPA: 3.85/4.5

Publication

Analyzing User Response Differences by Interface Type in AI English Conversation Apps   Jun. 2025

Kim Joosung, Yun Jaeyoung

User Experience Across Conversation Interface Types in AI English Speaking Chatbots: A Moderation Analysis of Individual Proficiency   Mar. 2025

Kim Joosung, Yun Jaeyoung

Experience

Blockwave Labs Co., Ltd.   Seoul, Republic of Korea

Product Designer   March. 2024 - April. 2025

- Led product design and project management for JEFF, an NFT camera solution enabling instant minting of photos to the blockchain; streamlined the user flow from photo capture to NFT issuance and optimized the mobile UX for casual users unfamiliar with crypto.
- Designed the staking platform 'NEXTON' for TON, covering both web and mobile interfaces; emphasized clarity and simplicity in staking flows, resulting in a 12% increase in onboarding completion during testing.
- Crafted UX/UI for Manta Network's meme coin launchpad, aligning with the brand's playful yet high-performance image; focused on gamification elements, responsive interactions, and on-chain transparency in the user journey.
- Planned and designed QVE (Quant Vault Engine) for Neutron, a DeFi vault protocol; built data-intensive dashboards and modular interfaces that accommodate various quantitative strategies.
- Led UX/UI planning and responsive implementation for the Real World Asset (RWA) platform, ensuring seamless accessibility across desktop and mobile for institutional and retail investors.
- Collaborated cross-functionally with developers, PMs, and stakeholders across five blockchain ecosystems, applying agile methods and Figma-based design systems.
- Delivered high-fidelity prototypes, user flows, and documentation for handoff and iteration; conducted internal user testing and feedback loops throughout the design cycle.

Maxerve Co., Ltd. Seoul, Republic of Korea

Contract UX Designer Dec. 2023 – Jan. 2024

- Developed a consistent iconography guide to enhance visual coherence across internal systems.
- Created internal presentation design guidelines to standardize communication materials across teams.

Limomed Seoul, Republic of Korea

Contract UX Designer Jan. 2023 - Mar. 2023

- Designed user interfaces for dental kiosk systems used in clinics.
- Collaborated with developers and dental professionals to improve patient interaction and usability.

DOP Daegu, Republic of Korea

Graphic Intern Designer Dec. 2021 - Jan. 2022

- Designed a user-friendly digital menu interface tailored for in-store kiosk use.
- Created promotional materials including posters, SNS assets, and brand identity designs.
- Collaborated with the design team to ensure visual consistency across platforms.

Awards & Honors

2023–2025	**Cooperative Scholarship**, **Merit-based scholarship (GPA $\geq$ 3.5), HUGS**	Seoul, Republic of Korea
2022	**Honorable Mention**, **28th International Communication Design Competition**	Seoul, Republic of Korea
2021	**Top Prize**, **Samsung Electro-Mechanics YouTube Content Contest**	Seoul, Republic of Korea

Selected Courses

- **HCI & UX Design:** Introduction to HCI (4034001), User Interface Design (4032003), Research Methods in Interaction Design (4032006), Interaction Design Research (4034012)
- **Design & Communication:** Special Topics in New Media Content (4084017), Cultural Content Marketing (2904045), Brand Design Management (4074018), Issues in Visual Communication (4054022), Visual Design Thesis Seminar I (1605041)

License

Service and Experience Design Engineer

• National Technical Qualification, Korea Institute of Design Promotion, Nov 2024

Language Proficiency

English · Professional Proficiency

- Able to communicate effectively in professional and academic environments, both verbally and in writing.

Korean · Native Proficiency

- Native speaker with full fluency in both formal and informal contexts.

Skills

Qualitative Methodologies

User Research, User Interview, Wireframes, Participatory Design, Prototyping, Personas, User Stories, Scenario-based Design, Usability Testing, A/B Testing

Quantitative Methodologies

Survey Design, Experiment Design, Statistical Analysis, Modeling

Programming

Data: Python, R (tidyverse, dplyr, ggplot2), SPSS, C, C++

Software: HTML, CSS, JavaScript, Node.js

Languages

HTML/CSS, JavaScript (basic)