David Seungjoo Baek

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U.S. Permanent Resident

Experience

UX Researcher & Designer | The Gethsemane Church of New York - Christian & Missionary Alliance

East Meadow, NY   Nov '20 - Nov '22

- Conducted qualitative research to create and provide virtual service experiences to the members in Covid-19 pandemic.
- Designed visual materials including banner, logos, posters, audio-visual media assets to promote the community.
- Renovated the old website and supervised the new one's design features, function, and information architecture.

UX Researcher & Product Designer | Prestige Institute

Palisades Park, NJ   Aug '19 - Nov '20

- Led qualitative research on SAT/ACT-prep student's experiences and competitive market products.
- Designed and prototyped a Mobile App targeting the user group by implementing the research data in collaboration with a data analyst. (Project ceased and employment affected due to Covid-19 outbreak)

UX Researcher | University of Michigan, School of Information

Ann Arbor, MI   Jul '17 - May '18

- Conducted UX research using qualitative and quantitative methods to solidify the design requirements of a situated self-reporting device on a team-basis effort.
- Published a paper in Proceedings of the ACM on Interactive, Mobile, Wearable & Ubiquitous Technologies, ACM Journal 2018" (Co-author)

UX Research Graduate Intern | Harman, A Samsung Company

Novi, MI   Jan '17 – May '17

- Developed, organized, and conducted qualitative and quantitative UX research methods to test the usability of Samsung Harman's car infotainment system on a team-based effort.
- Provided design recommendations to the product design team for future improvement.

Education

University of Michigan
MSI, Human-Computer Interaction
Ann Arbor, MI, USA   Aug 2018

King's College London
MA, Cultural & Creative Industries
London, UK   Jan 2014

Skills

Research
Interviewing, Contextual Inquiry, Focus Group, Survey, Card Sorting Comparative Analysis, A/B Testing, Usability Testing, Ethnography, Phenomenology.

Design
Wire-framing, Prototyping, User Persona, User Journey, User Flows, Storyboarding, Graphic Design, Audio/Video Producing.

Tools
Figma, Sketch, Adobe Suite (Illustrator, XD, Premiere Pro), Google Suite, Google Analytics, Keynote, Final Cut Pro.