Hoon Yoon

Interaction Designer (UI)
M.S.MDC, MID, BFA

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As a UI designer at Samsung Electronics and Designfever, Hoon Yoon has been participating in UI/UX projects that associate with diverse emerging technologies such as Mixed Reality, Tangible UX, Connected Car, and IoT. **Recently, he has been designing the user interface and user scenarios regarding Multimodal interaction-driven eXtended Reality (XR)**. Also, he holds a Master of Science at Matter Design Computation (M.S.MDC) from Cornell University, and was a research associate of Jenny Sabin Lab (JSLab) at Cornell AAP. With accumulated experiences of Mixed Reality and Computational Design, regarding his recent academic activity, he conducted his thesis project about modeling a holographic micro-cellular structure responsive to physical gestures and an environment.

Keyword Summary - Areas, Tools, and Skills

[Areas of Experience]
Multimodal Interaction-driven Gesture Design in XR, IoT-driven Service Platform, UI Standardization in IoT-driven Service Platform, Connected Car, Multitaction Table, Microscopic Biology-inspired Holographic Interface, Computational Design

[UI/UX/GUI Tools]
Sketch (★★★★★), Figma (★★★★★), Protopie (★★★★★), Photoshop (★★★★★), Illustrator (★★★☆☆), After Effect (★★★★☆), InVision (★★★☆☆), Zeplin (★★★☆☆)

[UI/UX - Work & Methodology Skills]
Prototyping, UI Wireframe, GUI Design, Developmental Workflow, Information Architecture, UI Standardization, UEQ-driven Affinity Analysis, HCI-driven FGI & Testing

[VR/MR Tools]
Unreal Engine (★★★☆☆), Unity 3D (★★★☆☆), Fologram (★★★★★), Rhino3D and Grasshopper (★★★★☆)

Education

Master of Science in Matter Design Computation (M.S.MDC), Cornell University | *Ithaca, New York, Aug.2021 ~ May.2023*
- Thesis: CellNet - Bio-inspired adaptive cellular interface in Mixed Reality | Committee: Jenny E. Sabin (Chair), Farzin Lotfi-Jam, Wendy Ju
- Student Representative of M.S.MDC program | *Aug.2022 ~ May.2023*
- Research Associate, Jenny Sabin Lab (JSLab) | *Jan.2022 ~ May.2023*
- Research Associate, Realtime Urbanism Lab | *Aug.2022 ~ Dec.2022*
- Partial Teaching Assistant, Lecture - Matter Design Computation (Lecturer: Jenny E. Sabin) | *Jan.2022 ~ May.2022 (Spring Semester, 2022)*
  * This Master's degree was obtained during the period of "Leave of Absence for Academic Training" at Samsung Electronics.

Master of Industrial Design (MID), Rhode Island School of Design (RISD) | *Providence, Rhode Island, Sep.2014 ~ Jun.2016*

Bachelor of Fine Arts (BFA) (Intensive Major in Industrial Design & Information Design), **Korea University** | *Seoul, South Korea, Mar.2008 ~ Feb.2014*

Experience

[Interaction Designer (UI) - Samsung Electronics / Seoul, South Korea | *Work Period: Feb.2018 ~ Present*]

1. Next Generation Group, Corporate Design Center (CDC) | *Aug.2023 ~ Present*
- **Samsung XR Experience - Intelligent Display** | *Aug.2023 ~ Present*
  - Participating in an advanced project regarding an eXtended Reality (XR)-driven AI agent as a UI designer with a development skillset (Unreal Engine)
  - **Designing hand gesture-based multimodal interaction methods and its user interface** that could be applied to the AI agent dependent to the panel type interface under XR environments
  - **Wrote a HCI-driven thesis as a PI: "Investigating preferential usability on intelligent agent-driven multimodal interaction within the eXtended Reality environment** (in proceeding with an internal review)**"**
- **Intensive Course Tutor for Samsung Design Membership** | *Feb.2024 ~ Present*
  - Tutoring the undergraduate students of Samsung Design Membership, especially regarding UI/UX methodologies and Strategic Planning.

2. Period of "Leave of Absence for Academic Training" | *Aug.2021 ~ May.2023*
- **Spent 2 years as a graduate student of Cornell M.S.MDC program (GPA 4.073/4.3)**

3. UX Platform Group, Corporate Design Center (CDC) | *Dec.2020 ~ Jul.2021*
- Samsung SmartThings Air (Ver. 2.0) in "Samsung SmartThings" Platform | *Mar.2020 ~ Jul.2021*
  - **Designed the entire UI/UX of SmartThings Air Plugin (Ver. 2.0.0), which controls Samsung's Air Monitoring, Conditioning, and Purifying devices**

4. UX Solution Group, Corporate Design Center (CDC) | *Apr.2018 ~ Nov.2020*
- Cross Design Fair (Internal Strategy-proposal fair to the president group)
  - **Contributed to designing one of 4 core MDE frameworks—"Share" (Media Connectivity between devices)** | **Mar.2019 ~ Jun.2019* (2nd fair)
  - Contributed to designing and prototyping a futuristic MDE-driven lifestyle | **Apr.2018 ~ Jun.2018* (1st fair)
- Samsung SmartThings Air (Ver. 1.1 ~ 1.3) in "Samsung SmartThings platform | *Sep.2019 ~ Aug.2020*
  - Maintained the UI/UX of SmartThings Air plugin (Ver. 1.1 ~ 1.3) with minor updates
- UNESCO - Samsung Hack Culture: Digital Solutions to Empower Women and Safeguard Traditional Craft | *Aug.2019*
  - Proposed an "Add-on Toolkit App" to foster Doi-Pui Hmong Tribe's marketing campaign
- Service Plugin UX Standardization for SmartThings | *Feb.2019 ~ Apr.2019*
  - Contributed to establishing an initial UI principle for service plugins of SmartThings (e.g., Service Onboarding, Service Card UI, UI/UX Principle)
- Samsung SmartThings - iOS Delta | *Apr.2018 ~ Dec.2019*
  - Participated in designing the UI of SmartThings' iOS Delta Ver. (e.g., Settings, Automation, Security Service Plugins - SHM/VHM, etc.)

[Research Associate - Jenny Sabin Lab (JSLab) / Ithaca, New York | *Work Period: Jan.2022 ~ May.2023*]
- Participated as a researcher and computational designer in the interuniversity project "Urol:en", which explores the possibility of integrating microscopic nature's morphogenetic traits like cell growth emergent systems with architectural, computational modelings.
- Conducted iterative research and exercises on SULLA (ABB Robot Arm)-based robotic drawing via Rhino 3D & Grasshopper script, and also generative modeling via PotterBot clay extruder by GCode manipulation.
- Research collaboration with Roeder Lab (Cornell University)
- Computational Modeling on Arabidopsis sepal meristem structure's morphological traits via MorphographX and Grasshopper 3D
- Tutored high school students to get to know of and experience SULLA and PotterBot extrusion; also tutored parametric modeling and its methodologies.

[UX Planner - Designfever / Seoul, South Korea | *Work Period: Jan.2017 ~ Dec.2017*]
1. Samsung Mobility Vision for CES 2018 | Sep.2017 ~ Dec.2017
    - Designed the UI/UX for the connected car's digital cockpit that interconnects with IoT appliances
    - Project Film URL: https://youtu.be/WwoLhywrno0
2. Samsung Interactive Table for Samsung Galaxy Note8 Unpack, New York | Jun.2017 ~ Sep.2017
    - Designed the UI/UX of a multitaction table in sync with Samsung Galaxy Note8 and S-Pen
    - Company URL: http://old.designfever.com/detail.html?cate=002&no=701&type=main
3. Samsung Interactive Table for Samsung Galaxy S8 Unpack, New York | Jan.2017 ~ Apr.2017
    - Designed the entire UI/UX of a multitaction table in sync with Samsung Galaxy S8
    - Company URL: http://old.designfever.com/detail.html?cate=002&no=694&type=main

Recognitions

[Winner - Good Design Selection Award 2020, KIDP (Korea Institute of Design Promotion) | *Nov.2020*]
- Project: SmartThings' Home Environment Control (a service bundle of SmartThings Air & SmartThings Energy)
- Participated as a UI designer and graphic designer

[Reddot Winner - Reddot Design Award: Communication Design 2017 | *Aug.2017*]
- Project: Samsung Interactive Table for Samsung Galaxy S8 New York Unpack 2017
- URL: https://www.hoonyoon.com/samsung-interactive-table

[Gold Winner - A Design Award 2017 | *Apr.2017*]
- Project: P-GUI Sticker (interim outcome from my personal thesis project - Interplayable Surface)

[Winner - K Design Award'17 | *May.2017*]
- Project: Flou
- URL: https://www.hoonyoon.com/flou

[Winner - Asia Design Prize 2017 | *May.2017*]
- Project: Watertank Wheel
- URL: https://www.hoonyoon.com/watertank-wheel

[Bronze - SparkAwards 2014 | *Dec.2014*]
- Project: Medical Assist Band
- URL: https://www.hoonyoon.com/graduation-project

[Finalist - SparkAwards 2014 | *Dec.2014*]
- Project: Fishbowl Basin
- URL: https://www.hoonyoon.com/fishbowl-basin

[Bronze - Pin Upp Concept Design Awards 2013 | *Oct.2013*]
- Category: Healthcare Design sponsored by Samsung Electronics
- Project: Pill Clip
- URL: https://www.hoonyoon.com/pill-clip

[Reddot Winner - Reddot Design Award 2013 | *Aug.2013*]
- Project: Flexi Bike
- URL: https://www.hoonyoon.com/flexi-bike

[Grand Prize, GM Korea Student Automotive Challenge 2012 | *May.2012*]
- URL: https://www.hoonyoon.com/gm-korea

[Seokrim Scholarship | *Sep.2008*]
- Awarded by Seokrim Scholarship Committee, Korea University

Press (highlighted)

Featured in "Best Designed By Doing: Radical Hybrid Thinking Across Disciplines"
https://aap.cornell.edu/news-events/best-designed-doing-radical-hybrid-thinking-across-disciplines
SmartThings Air - Promotion Video(only available in South Korea)
https://www.youtube.com/watch?v=Nf-9YTQQ7VQ
SmartThings Air - SmartThings Plugin(Ver. 2.0) introduction
https://www.smartthings.com/partners/smartthings-air
Featured in Samsung Newsroom, UNESCO - Samsung Hack Culture _ Digital Solutions to Empower Woman and Safeguard Traditional Crafts)'
http://bit.ly/30L9JOc
Samsung and UNESCO Host a Digital Solution Hackathon to Help Ethnic Minority Women Safeguard Traditional Crafts
https://www.ryt9.com/en/prg/231129
Project "Flexi-Bike" was introduced in "Flexi-Bike With Rotating Frame Allows You to Change Your Riding Posture"
https://www.tuvie.com/flexi-bike-with-rotating-frame-allows-you-to-change-your-riding-posture/
Project "Flexi-Bike" was introduced in "THE JOY OF BIKING"
https://www.yankodesign.com/2013/10/17/the- -of-biking/