

# AEHONG MIN UX RESEARCHER

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## SELECTED WORK & RESEARCH EXPERIENCE

### UX RESEARCHER INTERN, ELECTRONIC ARTS

May 2021 - Dec 2021 | Orlando, FL, USA

- Collaborated with the Sports UXR team and created a benchmarking protocol with a guided metric to increase research rigor and time-efficiency in sports game UX research by statistically analyzing large-scale survey data
- Provided UX insights to improve EA Sports games by conducting studies on both EA and competitor games with the benchmarking protocol

### RESEARCH ASSISTANT, INDIANA UNIVERSITY BLOOMINGTON | PI: DR. LUIS M. ROCHA

Aug 2019 - Present | Bloomington, IN, USA

- Identified UX insights to improve health information management by conducting focus groups, interviews, and surveys on people with epilepsy and caregivers
- Analyzed social media data to refine a medical dictionary for more accurate social media mining pipelines to study pharmacology and biomedical phenomena

### RESEARCH ASSISTANT, INDIANA UNIVERSITY BLOOMINGTON | PI: DR. PATRICK C. SHIH

Aug 2016 - Present | Bloomington, IN, USA

- Led, designed, and conducted surveys, interviews, and usability testings on college students, informal caregivers and paid caregivers for older adults, people with mental illness, and people with chronic diseases
- Designed mobile app prototypes to improve cooperative care and health behaviors

### INTERN, ELECTRONIC ARTS KOREA

Feb 2014 - Mar 2014 | Seoul, Republic of Korea

- Provided UX insight to improve in-development games by analyzing UX elements
- Summarized game market trends by conducting secondary research on domestic & international video, online, and mobile game markets

### RESEARCH ASSISTANT, YONSEI UNIVERSITY | PI: DR. JUNHO CHOI

Sep 2012 - Jan 2014 | Seoul, Republic of Korea

- Worked on the industry-academy collaboration UX research with LG Electronics
- Provided UX insights to improve new/in-development H/W and S/W by conducting several types of studies—surveys, interviews, focus groups, usability testings, A/B testings, diary study, participatory design, etc.
- Identified different preferences and experiences between target populations based on nationality, occupation, device, etc.

## EDUCATION

### Ph.D., Informatics (Health Informatics/Human-Computer Interaction)

Aug 2016 - January 2023 | Indiana University Bloomington, IN, USA

### M.S., Information Systems (Digital Culture Contents/UX)

Mar 2013 - Feb 2015 | Yonsei University, Seoul, Republic of Korea

### B.A., Sociology

Mar 2006 - Feb 2012 | Yonsei University, Seoul, Republic of Korea

- Initial major: Visual Communication Design (2006-2008)

## SELECTED PROFESSIONAL SERVICE

**Associate Instructor:** HCI/Interaction Design, Health Informatics

**Mentorship:** 3 undergraduates

**Conference Organizer:** CHI '22 Workshop, HelloResearch '18

**Conference Paper Reviewer:** CHI, CSCW, Mobile HCI, DIS, AMIA

## PROFILE

I am a mixed method UX researcher with expertise in human-computer interaction, sociology, and visual design. I have experience in all phases of on-site/remote UX research and design—protocol design, participant recruitment, data collection and analysis, mock-up/prototype design, evaluation, and report/publication.

## SKILL

### Quantitative Research

Survey, card sorting, usability testing, A/B testing, lab experiment, cognitive walkthrough, observation, statistical analysis (regression, ANOVA, t-test, Chi-Square, reliability test, correlation analysis, PCA, EDA), data visualization, Qualtrics, Alchemer, UserTesting.com, SPSS, R, JASP, Excel

### Qualitative Research

Interview, focus group, card sorting, heuristic evaluation, contextual inquiry, secondary research, literature review, Miro, thematic analysis, affinity diagram, content analysis, Dedoose, NVivo

### Design

Persona, scenario, customer journey map, information architecture, wireframe, prototype, XD, InDesign, Photoshop, Illustrator, InVision, PowerPoint, Unity 3D

### Other Skill

- Video: Premiere, Final Cut Pro
- Photograph: Lightroom
- Web design: HTML, CSS

### Language

English, Korean, Japanese