

Jiyeon (Amy) Seo

amyeyony@umich.edu | amyeyony.com

EDUCATION

University of Michigan
Ph.D. in Information

Ann Arbor, MI, United States
August 2024 - May 2029(Expected)

Seoul National University
M.A. in Communication

Seoul, South Korea
August 2023

University of Wisconsin-Madison

B.A. in Communication Arts: Communication Science and Rhetorical Studies
B.A. in Journalism: Reporting and Strategic Communication (Double Major)

Madison, WI, United States
May 2021

RESEARCH INTERESTS

HCI(Human-Computer Interaction), CSCW, CMC, HRI

Computer-Supported Cooperative Work (CSCW), Interpersonal Communication, Computer-Mediated Communication(CMC), Human-Robot Interaction(HRI), UX/UI

PUBLICATIONS

[P10] **Back to the 1990s, BeeperRedux!: Revisiting Retro Technology to Reflect Communication Quality and Experience in the Digital Age**

Jiyeon Amy Seo, Hyungjun Cho, Seolhee Lee, Eunjeong Cheon
CHI 2025. (Under Review)

[P9] **Bridging Generational Gaps in Mobile Communication through Co-Design with Grandparents and Grandchildren**

Jiyeon Amy Seo, Seolhee Lee, Hyungjun Cho, Hajin Lim, Joonhwan Lee
CHI 2025. (Under Review)

[P8] **ShamAIIn: Designing Superior Conversational AI Inspired by Shamanism**

Hyungjun Cho, **Jiyeon Amy Seo**, Jiwon Lee, Chang-min Kim, Tek-jin Nam
CHI 2025. (Under Review)

[P7] **I feel being there, they feeling being together: Exploring How Telepresence Robots Facilitate Long-distance Family Communication**

Jiyeon Seo, Hajin Lim, Bongwon Suh, Joonhwan Lee
CHI 2024. Best Paper Honourable Mention Award(Top 5% of submissions)

[P6] **Investigating the Effects of a Real-time Student Monitoring Interface on Instructors' Monitoring Practices in Online Teaching**

Ha Yeon Lee, Seora Park, Esther Hehsun Kim, **Jiyeon Seo**, Hajin Lim, Joonhwan Lee
CHI 2024.

[P5] Active Seniors' Perception of Explainable Artificial Intelligence (XAI) for Online Shopping AI Recommendation Systems

Seo Hyeong Kim, Yujin Hong, Jiyeon Seo, Yoobin Park, Esther Hehsun Kim, Seonyul Lee, Hajin Lim, Joonhwan Lee
HCIK 2024.

[P4] The Power of Close Others: How social interactions impact older adults' mobile shopping experience

Jiyeon Seo, Yoobin Elyson Park, Esther Hehsun Kim, Hajin Lim, Joonhwan Lee
DIS 2023.

[P3] DiVRsity: Design and Development of a Group Role-Play VR Platform for Disability Awareness Education

Yewon Jin, Seon Yul Lee, Seo Hyeong Kim, Jiyeon Seo, Kyuha Jung, Hajin Lim, Joonhwan Lee
DIS 2023.

[P2] A Study on Analyzing Mobile Shopping Experiences and Design Guidelines among Active Senior

Sungmin Park*, Jiyeon Seo*, Ha Yeon Lee*, Kyuha Jung, Yujin Hong, Yoobin Park, Esther Hehsun Kim, Youjung Kim, Hajin Lim, Joonhwan Lee
HCIK 2023.

[P1] DiVRsity: Design and Development of Group Role-Play VR Platform for Disability Awareness Education for Non-Disabled

Yewon Jin, Seo Hyeong Kim, Jiyeon Seo, Seonyul Lee, Kyuha Jung, Hajin Lim, Joonhwan Lee
HCIK 2023.

RESEARCH EXPERIENCES

School of Information, University of Michigan

August 2024 - Present

- Full-time Graduate Student (Doctoral program)
- Co-advised by: Prof. Florian Schuab and Gabriela Marcu
 - Topic: HCI, CSCW, UX/UI Design

HCI+D Lab, Seoul National University

July 2021 - August 2023

- Full-time Graduate Student (Master's program)
- Co-advised by: Prof. Hajin Lim and Joonhwan Lee
 - Topic: HCI, CSCW, HRI

HCI/UX RESEARCH PROJECTS

[11] Navigating Digital Proximity: Understanding and Designing for Offline Relationship Management in Online Spaces (*September 2024 - Present*)

Led project, Co-advised by Florian Schuab and Gabriela Marcu

- Reconceptualizes proxemics theory for digital environments by examining how individuals manage offline relationships through mobile devices. The study identifies digital proxemics zones analogous to physical proxemics to understand relational dynamics in online spaces.

- Proposes design guidelines for mobile communication technologies that enhance relationship management by recognizing digital proxemics zones and tailoring interactions based on relationship types, offering a metaphorical approach to user experience design.

[10] Revisiting Retro Technology to Reflect Communication Quality and Experience in the Digital Age (May 2024 - Present)

Led project, Under the mentorship of EunJeong Cheon

- Recreated the mobile application BeeperRedux, which reintroduced the original, now-obsolete beeper, to examine participants' experiences of 'going back to the 1990s' and reflecting on today's smartphones, with the goal of exploring the valuable aspects of retro communication technology.
- Proposed design implications for improving technology-mediated communication and offered methodological reflections on recreating obsolete technology to empirically explore past experiences.

[9] Designing Superior Conversational AI Inspired by Shamanism (May 2024 - Present)

Contributed to Study Design, Making, and Data Analysis

- Presented the design process, outcomes, and installation of ShamAI, a multi-modal embodiment of conversational AI inspired by the beliefs and symbols of Korean shamanism.
- Adopting a research-through-design approach, this project offers an alternative perspective on conversational AI design, emphasizing the perceived benefits of culturally embedded interaction design.

[8] Bridging Generational Gaps in Mobile Communication through Co-Design with Grandparents and Grandchildren (October 2023 - Present)

Led project

- Explored communication patterns between older grandparents and younger adult grandchildren through in-depth interviews and co-design workshops to understand cross-generational behaviors and dynamics.
- Proposed design implications for mobile communication technology aimed at bridging generational gaps between grandparents and grandchildren.

[7] I feel being there, they feel being together: Exploring How Telepresence Robots Facilitate Long-distance Family Communication (September 2022 - January 2024)

Led project, co-advised by Hajin Lim, Bongwon Suh, and Joonhwan Lee

- Examined long-distance family interaction utilizing telepresence robots, with an emphasis on proposing design solutions for robot-mediated communication within domestic settings and intimate relationships
- Conducted in-situ observational studies with in-depth interviews to capture family interaction in real-world dynamics

[6] Investigating the Effects of a Real-time Student Monitoring Interface on Instructors' Monitoring Practices in Online Teaching (January 2023 - January 2024)

Contributed to Data Analysis and Writing, co-advised by Hajin Lim and Joonhwan Lee

- Designed a prototype of the Real-time Student Monitoring System (RESMO) to fulfill the crucial need for monitoring tools that offer intuitive visualizations of real-time student engagement

- Conducted lab experiments with surveys and interviews to comprehend instructors' effectiveness, cognitive loads, and psychological pressure influenced by the accuracy of engagement assessments and the flexibility in teaching strategies during online class

[5] Understanding Older Adults' Perceptions of XAI Recommendation System in Mobile Shopping (March - October 2023)

Led project, co-advised by Hajin Lim and Joonhwan Lee, co-working with Naver Corp.

- Conducted in-depth interviews involving think-aloud sessions and design workshops to identify and address problems
- Utilized XAI survey metrics tailored for older adults, drawing on insights from previous literature
- Created user interfaces aimed at improving the interaction of older adults with XAI systems

[4] Prediction of Lipid Profile and Risk Assessment of Cardiovascular Disease Using Machine Learning Techniques (July 2022 - July 2023)

Contributed to Study Design and Data Analysis, co-advised by Sunyoung Park and Joonhwan Lee, co-working with SNU Medicine

- Designed and developed mobile health apps with the capability to predict the risk assessment of cardiovascular diseases based on personal health data
- Explored dyadic message framing, encompassing both positive and negative messaging strategies, to communicate the risk assessment of cardiovascular diseases
- Conducted a comprehensive lab experiment, incorporating pre and post surveys along with interview sessions, to gain insights into users' perceptions of message effects

[3] Exploring Design Concepts Focus on Empowering Older Adults in their Mobile Shopping Experiences through a Co-Design Approach (March - November 2022)

Led project, Co-advised by Hajin Lim and Joonhwan Lee, co-working with Naver Corp.

- Carried out in-depth interviews, co-design activities (including card-sorting and prototyping workshops), and think-aloud sessions to understand the mobile shopping experiences of older adults
- Conducted qualitative analysis of the gathered insights, identified challenges, and created user personas, journey maps, and design guidelines

[2] DiVRsity: Group Role-Play VR Platform for DAE (June - August 2022)

Contributed to Study Design and Data Analysis, Co-advised by Hajin Lim and Joonhwan Lee

- Developed the UI/UX for a Unity-VR prototype
- Facilitated post-interviews with disability stakeholders to simulate real-life scenarios of social exclusion on campus using the VR system.
- Assessed disability awareness education levels through pre and post-surveys in a lab experiment

[1] Development of a Chatbot for Cardiovascular Disease Risk Assessment and Health Information (July 2021 - June 2022)

Contributed to Study Design, advised by Joonhwan Lee, co-working with SNU Medicine

- Designed a hybrid chatbot aimed at delivering predicted disease risk assessments and health information tailored to individuals' personal health data.
- Implemented facilitated message framing specifically for each risk feature, including aspects such as smoking, drinking, BMI, blood sugar, etc.

MULTIMEDIA PROJECT

Journalism 202: Mass Media Practice, The Residence Hall Life of Freshmen At UW-Madison

January 2020 - February 2020

- Published a public website in WordPress

- Published contents: listicle, audio story, video story, written story, map story, magazine story, and infographics

Journalism 202: Mass Media Practice, StockUp Application Advertising Website

March 2020 - May 2020

- Worked in a Pitch and Revenue Team
- Published a main promotion video and two individual contents, advertising video, and audio slides
- Designed StockUp logo and application UI

Journalism 203: Information for Communication, Shake Shack Capstone Presentation

Feb 2020 - April 2020

- Chose one of the global companies in the U.S to deal with data visualization in strategic communication and to recognize, interpret, and utilize data
- Visualized complex data as easily understandable to the audience based on information collection and analysis through interviews and other research
- Took Shake Shack's Consumer Satisfaction Survey and did a presentation on enterprise analysis and problem-solving based on data visualization using Tableau

Journalism 335: Principles of Reporting class, Reimagined Community in a COVID-19 website

October 2020 - December 2020

- Worked in a Promotion team and managed the social media accounts
- Published content: Reimagined semester for international students in a pandemic by an audio story and Reimagined baseball league: comparing KBO and MLB by graphic

Journalism 456: Long-form Video class, Cutting Show: Team project & Individual assignments

January 2021 - April 2021

- Worked in a Social Media team and managed the website and social media accounts to advertise our cutting show with extra promotional materials.
- Published content: a 7-minute long-form documentary about the Korean education system, a 2:00 cutting video, and two extra materials: behind cuts and trailer.

WORK EXPERIENCE

Tech M

Contents Editor & Interpreter(Full-time Internship)

Seoul, South Korea

February - August 2021

- Created and edited online content such as card news, YouTube video, and blog postings on various websites with English subtitles
- Translated proposals and interpreted them in Korean-English for the company's global approach at the conference and on social media platforms
- Collaborated with the events team to hold Tech M, Tech B, and Tech G conferences once a month and to contact keynote domestic and international speakers.

The Korea Daily Newspaper

College Inside Team Reporter(Part-time Internship)

Los Angeles, CA

September 2019 - August 2020

- Wrote articles about top issues and beneficial information for Korean international students studying in the United States
- Published card news and listicles about hot news topics both in Korea and the United States

WSUM 91.7FM

Newscasts Host and Reporter(Part-time Internship)

Madison, WI

September 2019 - May 2020

- Coordinated editorial planning process across multiple staff teams to define weekly topics, contributors, and guests
- Planned, recorded, and edited podcasts and online news content from start to finish, including booking guests, preparing and producing interviews, and managing all aspects of production

TEACHING EXPERIENCE

- TA, Topics in Medicine for Well-Being** *Spring 2023*
- TA, HCI Theory and Practices** *Spring 2023*
- TA, English Foundation Speaking Lab** *Spring 2022, Summer 2022, Fall 2022, Spring 2023*
- Teaching assistant for speaking lab in English Foundation class(elective course at Seoul National University)
 - 320 undergraduate students(16 lab sessions)
- TA, Pre-College English Course** *Winter 2021-2022*
- Teaching assistant for Thinking in English class in SNU Pre-College program
 - 240 pre-college students(12 lab sessions)
- TA, College English 1 Speaking Lab** *Fall 2021, Summer 2022, Summer 2023*
- Teaching assistant for speaking lab in College English 1 class(elective course at Seoul National University)
 - 240 undergraduate students(12 lab sessions)
- TA, College English 1 Writing Lab** *Spring 2022, Summer 2022, Fall 2022, Spring 2023*
- Teaching assistant for writing lab in College English 1 class(elective course at Seoul National University)
 - 500 undergraduate students

AWARDS & HONOURS

- Best Paper Honourable Mention Award, CHI 2024 (Top 150 in 4046)** *May 2024*
- VR Video Competition Excellence Prize** *November 2022*
- Department Scholarship** *Fall 2021, Spring 2022, Fall 2022, Spring 2023*
- Full tuition fee covered with a scholarship granted by the Department of Communication
- Brain Korea 21 Scholarship** *Fall 2021, Spring 2022*
- Development Fund Scholarship** *September 2021, Spring 2023*
- Teaching Assistant Scholarship** *Fall 2021, Spring 2022, Fall 2022, Spring 2023*
- Dean's List** *Spring 2018, Fall 2018, Spring 2019, Spring 2021*

PRESENTATION/INVITED TALKS

- CHI 2024 *May 2024*
- Scalable HCI Symposium *January 2024*
- 2023 SNU X HCI Group Day *August 2023*
- ACM Designing Interactive Systems (DIS'23) *July 2023*
- 2023 SNU Communications Forum(BK21 program) *March 2023*

ACADEMIC SERVICES

Conference and Symposium Attended: DIS 2024, CHI 2024, DIS 2023, Scalable HCI
 Reviewer: CHI 2025, DIS 2024, CSCW 2024
 Student Volunteer: ACM FAccT 2022 and KSJCS 2022

SKILLS

Qualitative Research

- Ethnography, In-depth interview, Observation, Contextual Inquiry, Diary Study, Co-design, Participatory Design, Prototype Evaluation

Quantitative Research

- Survey, Factorial Experiment

Programming and Statistical Tool

- Python, SPSS, Jamovi

Data Visualisation Tool

- Tableau

Prototyping and Editing Tools

- Adobe XD, Figma, Audition, InDesign, Photoshop, Premiere Pro

Languages

- Native Korean and English, Basic Spanish and Japanese

REFERENCES

Florian Schaub, Ph.D.

Associate Professor, School of Information, University of Michigan, MI, US

fschaub@umich.edu

Gabriela Marcu, Ph.D.

Assistant Professor, School of Information, University of Michigan, MI, US

gmarcu@umich.edu

Joonhwan Lee, Ph.D.

Professor, Department of Communication, Seoul National University, South Korea

joonhwan@snu.ac.kr

Hajin Lim, Ph.D.

Assistant Professor, Department of Communication, Seoul National University, South Korea

hajin@snu.ac.kr

Bongwon Suh, Ph.D.

Professor, Graduate School of Convergence Science and Technology, Seoul National University, South Korea

bongwon@snu.ac.kr

Sun Young Park, Ph.D.

Associate Professor, School of Information, University of Michigan, MI, US

sunypark@umich.edu