

# Daeun Yoo

Ph.D., Information Science, University of Washington

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## EDUCATION

**University of Washington**, Seattle, WA — Sep 2024 -

- Ph.D., Information Science | Advisors: Professors Katie Davis & Jason C. Yip
- [KidsTeam UW](#), [Digital Youth Lab](#), [DUB](#), [iMed](#)

**Harvard University**, Cambridge, MA — Aug 2022 - May 2024

- Master in Design Engineering | Advisor: Professor Elena Glassman
- AI Leaders at Harvard (Co-Leader)

**Korea University**, Seoul, Republic of Korea — Mar 2013 - Feb 2019

- B.F.A., Major in Industrial & Information Design, Minor in Business Administration.

## RESEARCH INTERESTS

Create **Human-centered AI** technologies that enhance **psychological well-being** through **creative learning** and **multi-human collaboration**.

- Child-AI Interaction, Mental Health, Creativity Support Tools, and AI for multi-human collaboration.

## PUBLICATIONS

If anybody finds out you are in BIG TROUBLE”: Understanding Children’s Hopes, Fears, and Evaluations of Generative AI

Aayushi Dangol, Robert Wolfe, **Daeun Yoo**, Arya Thiruvillakkat, Ben Chickadel, Julie A. Kientz  
*IDC 2025 (Interaction Design and Children)*.

App Planner: App Planner: Utilizing Generative AI in K-12 Mobile App Development Education

David Kim, Perna Ravi, Randi Williams, **Daeun Yoo**

*IDC 2024 (Interaction Design and Children)*. [[Link for Paper](#)] [[Link for Live Demo](#)]

BI-CST: Behavioral Science-based Creativity Support Tool for Overcoming Design Fixation.

**Daeun Yoo**, Jaewoo Joo

*DIS 2024 (Designing Interactive Systems)*. [[Link for Paper](#)]

Mind Palette: Co-creative reflection tool that integrates art education and conversational AI.

**Daeun Yoo**, David Kim

*ACII 2023 Extended Abstract*. [[Link for Abstract](#)] [[Link for Live Demo](#)] [[Link for Report](#)]

AI-Social Coach: Designing AI Mental Health Support App for Social Anxiety Disorder: User Insights from a Case Study.

Xiajie Zhang\*, **Daeun Yoo\***, Abdelrahman Ibrahim, M.D., Esraa Salaheldin, M.D., \*co-first authorship

[[Link for Paper](#)] [[Link for Live Demo](#)]

Goal Based Bundling: A Behaviorally Informed Strategy to Combine Multiple Smart Products

Sooa Hwang, Hyunah Park, Minjung Sohn, **Daeun Yoo**, Changmin Han, Jaewoo Joo

*IASDR 2021, Springer* [[Link for Paper](#)]

## EMPLOYMENT

**Boston Consulting Group, Experience Design Intern** — *June 2023 - Aug 2023, New York, NY*

Consulted with a top 3 healthcare company in the US, simplifying complex information systems through cross-functional collaboration with business consultants and engineers. Considered both business requirements and operations.

**Samsung Electronics, Full-time UX Researcher, Designer, CEO Advisor** — *Mar 2019 - June 2022, Seoul, Republic of Korea*

Led the CEO advisory team, Designed and researched the end-to-end user experience of 'SmartThings (IoT)' and 'Family Account' apps for both Android and iOS, based on data analytics. (Accumulated Downloads: 500 million.)

**Samsung Design Membership, UX Lead** — *Oct 2016 - Jan 2019, Seoul, Republic of Korea*

Led innovative projects involving AI, Social Media, and wearables, conducting user research and implementing end-to-end design with high-fidelity prototypes. Achieved the highest honors.

## RESEARCH

**KidsTeam UW:** Organizing and leading co-design sessions with kids (ages 7–12) twice a week, including a family co-design session. Co-design sessions focus on children's collaboration with AI, mental health, and creativity. *KidsTeam UW* — *2024.09 - present*

**Youth Advisory Board (YAB):** Planning and conducting co-design sessions with adolescents (ages 13–17) to support their emotional regulation through GenAI-assisted creative expression. *Youth Advisory Board* — *2025.04 - present*

**Harvard University:** Conducted research under Professor Elena Glassman in the Harvard Computer Science Department. Planned and led HCI research on mental well-being in CMC communication and creative expression. Currently preparing to complete two papers. *Harvard CS* — *2024.06 - 2024.09*

**App Inventor:** Researched for MIT CSAIL's (Computer Science and Artificial Intelligence Lab) visual computer programming educational tool, empowering K-12 students to construct fully functional apps through block and visual coding. Used by 18.1 million users from 195 countries. *MIT CSAIL* — *2023*

**Samsung Family Account:** Conducted UX research for a Family Account targeting digital youth, undertook competitive analysis with a focus on Apple and Google, executed surveys involving 300 users (including both parents and children), and provided key findings to guide the design direction. *Samsung R&D Center* — *2022*

**Creative Board:** Led trend and customer research for Samsung's CEO, encompassing UX competitive comparisons between Samsung and iPhone, a research project on Samsung's new brand identity, usability testing for sound identity, examination of privacy perception, and more. Authored reports ranging from 20 to 150 pages, accompanied by presentations, for the CEO. *Samsung R&D Center: CEO Advisory Team* — *2021 - 2022*

**Samsung SmartThings (IoT service):** Analyzed log data and users' data for the redesign and global release of Samsung's IoT application, 'SmartThings.' Considered device data, technical constraints, in-app services, B2B services, and more. Accumulated downloads: 500,000,000. *Samsung R&D Center* — *2020 - 2022*

**Optimizing Gynecological Check-Up Environments:** Conducted research on the psychological discomfort experienced by pregnant women during gynecological check-ups. Executed Focus Group Interviews (FGI), clinician interviews, physical prototyping (arduino), and usability testing.

*Korea University x Samsung Medicine — 2016*

## AWARDS & HONORS

1. **MIT Ignite: Generative AI Entrepreneurship Competition**, MIT-IBM Watson AI Lab — 2023  
1st Prize, \$15,000 grant
2. **UNESCO Digital Learning Week, Unesco HQ at Paris** — 2023  
Presenter for 'Gen AI + Art' [[Link for the Presentation](#)]  
Full Travel Grant awarded by UNESCO and MIT.
3. **Fulbright Scholarship**, Governments of Republic of Korea and the US — 2022  
\$130,000 grant, Sole student in the field, (Self-waived)
4. **ACH (Affective Computing and Artificial Intelligence)**, MIT Media Lab — 2023
5. **MIT Creative Arts Competition** — 2023  
Top 10 (Semi-Finalists)
6. **IF Design Award** (Design Lead) — 2022 [[Link for Project](#)]  
Winner, Full Travel funding by Samsung. (Canceled due to COVID)
7. **IASDR (International Association of Societies of Design Research)** — 2021  
Co-author, discussed on a panel.
8. **Good Design Award** — 2021  
3rd Prize
9. **Adobe Design Achievement Awards** — 2017, 2018  
Semi-Finalists, Two times.
10. **Korea University Graduation Project** — 2018  
Best Individual Project, Best Team Project
11. **Samsung Design Membership** — 2018  
Ranked 1st among all UX students, received full funding for a 5-day Europe Inspiration Travel.
12. **Vitra Hackathon** — 2018  
1st Prize, Full Travel funding to Germany (Canceled due to Vitra's changed plans)
13. **Samsung Design Membership MCP** — 2017  
3rd Prize
14. **Featured in Yanko Design Magazine** — 2018

## INVITED TALK & TEACHING & MENTORING

**Teaching Assistant (TA) for INFO 356: Moral Reasoning and Interaction Design** — 2025 Spring

**Teaching Assistant (TA) for LIS 570 B: Research Methods, Assessment, and Design** — 2024 Fall

- University of Washington, Information Science School

- Assisted in the Master's program for Information Science, providing instruction on research planning, methodologies, and analysis.

**Teaching Fellow (TF) for Science of Behavioral Change — 2023 Fall**

- Harvard Kennedy School
- Led review sessions covering core concepts of Behavioral Science, facilitated discussions, and created teaching materials by analyzing surveys and papers.

**UNESCO Digital Learning Week, Unesco HQ at Paris — 2023** [[Link for the Presentation](#)]

- Presenter for 'Gen AI + Art', Full Travel Grant awarded by UNESCO and MIT.

**Microwave International New Media Arts Festival, Hongkong — 2024**

- Presenter for 'Gen AI + Art for Mental Health'

**Digital Mental Health Graduate Program, Duke University — 2025**

- Invited talk for Digital Mental Health open house

**MIT Media Lab, Personal Robot Group — 2024**

- Invited talk at Co-design session with elderly

**UX Lecturer and Mentoring at Korean Government's Design Centers — 2021 - 2022**

- Korea Institute of Design Promotion (KIDP)
- Korea Creative Content Agency (KCCA)

**UX representatives at Samsung — 2022**

- Samsung Official YouTube Channel (Introduced UX research and design) [[Link for video](#)]
- New Employee Orientation (Introduced UX projects)

**Invited talk as a Career mentor — 2022, 2023**

- Korea University, Hongik University

**Gwangju International Design Biennale — 2017**

- Presented 'Bfriend': an AR system for promoting educational equality and facilitating learning through play.

## SERVICES

- **Reviewer**, CHI 2025 (2024)
- **Student Volunteer**, DIS 2024 (2024)
- **Judge**, MIT App Inventor Hackathons (2023)
- **Student Volunteer**, ACII (2023)

## SKILLS

**Research:** Mixed Methods (Quantitative + Qualitative)

**Languages:** English (Full professional proficiency), Korean (Native)

**Programming:** Python, HTML, C, Statistics: R, SQL, etc.

**Design:** Figma, Adobe Photoshop, Adobe Illustrator, After Effects, etc.

**Others:** L<sup>A</sup>T<sub>E</sub>X, Excel, PowerPoint, Unity, JIRA, PLM, etc.

## EXTRA CURRICULAR ACTIVITIES

- **Digital Youth Lab & KidsTeam UW:** Research group that explores potential of new and future technologies in young people's lives, through co-designing, youth well-being, and computing education.
- **DUB:** Human Computer Interaction & Design research group at the University of Washington.
- **AI Leaders at Harvard:** Student-led initiative fostering interdisciplinary discussions on AI policy, development, and ethics through bi-weekly meetings, 30 students from Harvard Schools.
- Behavioral Insights Students Group: Student-led Behavioral Science club at Harvard HKS.
- Harvard AR/VR Club: Conducted research on VR keyboard through Unity.
- Enactus Korea University: President, led social initiatives addressing the trauma of war victims (built a historical museum), financial difficulties faced by immigrants, and children's right to play.