

Hayoung Woo

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EDUCATION

- 2021 – 2023 **Georgia Institute of Technology** *Atlanta, GA*
Master of Science in Human-Computer Interaction, Concentration in Interactive Computing (4.0/4.0)
Master Thesis: Designing a Social-Media-Powered AI Tool for Patients with Schizophrenia
- 2013- 2017 **Carnegie Mellon University** *Pittsburgh, PA*
Bachelor of Science in Psychology & Minor in Cognitive Neuroscience (3.5/4.0)
Senior Thesis: Stress Resilience through Self-Affirmation: Exploring Neural Connectivity

RESEARCH INTERESTS

Human-Computer Interaction and Health, Psychological Interventions in Technology, User-centered Design for Behavioral Change, Digital Health and Well-being, Prosocial Computing, Applied HCI Research.

PUBLICATIONS

3. Yoo, D. W., **Woo, H.**, Nguyen, C. V., Birnbaum, M., Kruzan, K., Kim, J., Abowd, G., & De Choudhury, M. (2024) **Patient Perspectives on AI-Driven Predictions of Schizophrenia Relapses: Understanding Concerns and Opportunities for Self-Care and Treatment.** *In Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems* (Acceptance rate: 26.4%). CHI 2024.
2. Yoo, D. W., **Woo, H.**, Pendse, S., Lu, N., Birnbaum, M., Abowd, G., & De Choudhury, M.(2024). **Missed Opportunities for Human-Centered AI Research: Understanding Stakeholder Collaboration in Mental Health AI Research.** *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW1). PACMHCI CSCW.
1. Dutcher, J. M., Eisenberger, N. I., **Woo, H.**, Klein, W.M.P., Harris, P.R., Levine, J. and Creswell, J. D. (2020). **Neural Mechanisms of Self Affirmation’s Stress Buffering Effects.** *Social Cognitive and Affective Neuroscience*.

POSTER PRESENTATION

3. Yoo, D., **Woo, H.**, & Nguyen, C. 2023. Missed Opportunities for Human-Centered AI Research: Understanding Stakeholder Collaboration in Mental Health AI Research. In *Proceedings of the ACM on Human-Computer Interaction* (PACM-HCI), CSCW.
2. Harp, N.R., **Woo, H.**, Freeman, J.B., & Neta, M. 2021. Mindfulness-Based Stress Reduction Promotes Resilience in the Face of Emotional Ambiguity. In *Proceedings of the 2021 Society for Personality and Social Psychology (SPSP) Virtual Annual Convention*.
1. **Woo, H.**, Dutcher, J.M., & Creswell, J.D. 2018. Functional Connectivity between Reward Regions and Executive Function Regions during Self-Affirmation. In *Proceedings of the 2018 Social & Affective Neuroscience Society Annual Meeting*, Brooklyn, NY, USA.

RESEARCH EXPERIENCES

April 2024 **Merge World** *Atlanta, GA*

- Present **Customer Experience Strategist**, Experience Design Team

- Developing persona-driven member journey maps for a major healthcare client, translating complex user needs into tangible insights, and improving satisfaction across key healthcare phases (Preventive, Chronic, Health Events)
- Engineered usability testing protocols, driving assessment of website navigation and value proposition clarity to inform strategic improvements that align with the needs of healthcare professionals.
- Designed data-driven strategies for optimizing digital healthcare experiences, leveraging competitive evaluations, user personas, and feedback on content delivery, metric presentation, and leadership visibility to align with target audience needs.

Sep 2023 **United Parcel Services** *Atlanta, GA*

- Jan 2024 **User Experience Research Analyst**, Journey Experience & Design Innovation Team

The position ended due to company-wide cost containment measures.

- Spearheaded multiple high-impact projects, collaborating cross-functionally to enhance user experience on the UPS website and digital products (pick-up and delivery web services).
- Optimized interface functionality and user interactions by developing and executing comprehensive research plans, including designing experiment scripts and research protocols for usability testing and qualitative interviews.
- Demonstrated leadership in UX research methodologies, driving the evolution of user testing processes and methods to continuously elevate the quality of user experience across UPS digital platforms.

Aug 2022 **Social Dynamic & Wellbeing Lab, Georgia Institute of Technology** *Atlanta, GA*

- May 2023 **User Experience Researcher**, Advisor: Dr. Munmun DeChoudhury

Project: AI-Driven Insights for Mental Health: Social Media as a Tool for Patient-Centered Care

- Designed a patient-centric, social-media-powered AI tool for schizophrenia management, improving patient empowerment and decision-making in mental health care.
- Conducted iterative evaluations with end-users - patients with schizophrenia and clinicians, refining prototypes and creating an inclusive, accessible design framework based on patient feedback.
- Collaborated with interdisciplinary teams of AI researchers, HCI professionals, and clinicians to drive research-informed product enhancements and foster robust feedback mechanisms.

Aug 2022 **Graduate Teaching Assistant, Georgia Institute of Technology** *Atlanta, GA*

- May 2023 CS 6750: Human-Computer Interaction, CS3873: Introduction to User Interface Design

- Developed and instructed a comprehensive curriculum on interface design and evaluation, emphasizing user behavior and contextual needs to guide practical, user-centered solutions.

Woo CV 2024

- Led weekly studio sessions, providing in-depth project feedback, driving insightful discussions, and mentoring students through hands-on design challenges and critical readings.

May 2022 **Lark Health** *Mountain View, CA*
- Aug 2022 **User Experience Research Intern**

Project: Enhancing UX – An In-depth Usability Study of Lark.com

- Strategized and executed cross-functional usability testing involving 21 participants, uncovering key insights to enhance patient-centric journeys and improve the company’s website’s user experience.
- Synthesized research outcomes obtained from user interviews and unmoderated surveys, driving a website redesign that increased customer satisfaction by a notable 30%.
- Delivered actionable design recommendations, aligning with business goals and product strategy, and communicated insights to stakeholders through detailed reports and dynamic live presentations.

Project: Unraveling User Expectations: An Examination of Speech Behavior and Perception in Health Coaching Conversational AI

- Led the development of a conversational AI persona that shaped a compassionate, scalable product tailored to patient client needs by conducting in-depth research on speech behavior and perception.

Sep 2020 **User Experience Lab, Seoul National University** *Seoul, S. Korea*
- Dec 2020 **User Experience Researcher/ Project Coordinator Intern**, Advisor: Dr. Joongsik Lee.

Project: Designing a Voice AI for Collective Well-Being and Knowledge Exchange

- Led end-to-end research to design a voice AI service for community wellbeing, improving knowledge sharing and enhancing social connections for 47 co-living customers through smart speaker deployment.
- Utilized field studies, co-creation workshops, and user-centered methods like personas and journey maps to capture consumer insights, refining user cases and informing every phase of the product life cycle.
- Facilitated research workshops with interdisciplinary teams, promoting rigorous research practices and advancing human-centered design within the organization.

Sep 2018 **Social & Neural Sciences Lab, New York University** *New York, NY*
- Jun 2020 **Research Associate/ Lab Manager**, Advisor: Dr. Jonathan B. Freeman

- Developed a web-based cognitive experiment using mouse-tracking to explore the mindfulness interventions on emotion valence bias, presented at a research conference.
- Led cognitive behavioral and neuroimaging studies on social categorization and facial emotion perception, integrating methodologies like mouse-tracking and neuroimaging to investigate underlying neural mechanisms.
- Managed lab operations for a team of 12, overseeing data collection, and budget & grant management.

Aug 2015 **Health & Human Performance Lab, Carnegie Mellon University** *Pittsburgh, PA*
- Jun 2018 **fMRI Research Associate/Research Assistant**, Advisor: Drs. David Creswell & Janine Dutcher

Project: The Stress Buffering Effects on Self-Affirmation

- Directed an fMRI investigation uncovering neural connections associated with the stress-reducing effects of self-affirmation, advancing understanding in this critical area of neuroscience.
- Designed and developed an experimental interface using E-Prime, managing the programming of scanning protocols to ensure precise and effective study execution.

Senior Thesis Project: Stress Resilience through Self-Affirmation: Exploring Neural Connectivity

- Pioneered the first fMRI project in self-affirmation research, uncovering neural connections that reveal how self-affirmation buffers stress through targeted brain connectivity.
- Performed in-depth analyses of neuroimaging and behavioral data, culminating in a Senior Thesis and a conference poster presentation.

Project: Smartphone Stress-Reduction Study and Mindfulness-based Intervention

- Conducted comprehensive research by collecting and analyzing physiological (e.g., cortisol levels, blood pressure) and qualitative data (e.g., interviews) to evaluate the impact of mindfulness meditation on stress and well-being.

SKILLS & TOOLS

Research

Social/Behavioral/Cognitive data collection & analysis; fMRI data acquisition and analysis; EEG acquisition; Physiological Data Collection; User Interview & Survey (Qualtrics), Co-design workshop, Focus Group, Usability Testing, Persona, Co-Design, Diary Study, Concept Testing, A/B Testing, Behavioral Archetypes, Card Sorting, Tree Testing, Field Studies, Focus Groups, Usability Testing, Comparative Study, Contextual Inquiry, Customer Journey Map, Heuristic Analysis, Competitive Analysis, Project Management, Visual Communication.

Data Processing

SPSS, MATLAB; Excel, R; Neural data: AFNI, FSL.

Design

Wireframing & Prototyping; Figma, Miro, Conversational User Interface.