

# Hayoung Woo

Doctoral Researcher | UX Research & Human-Centered AI

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## EDUCATION

University of California - Irvine	Ph.D in Informatics	2025 – 2030
Georgia Institute of Technology	M.S. in Human-Computer Interaction (4.0/4.0)	2021 – 2023
Carnegie Mellon University	B.S in Psychology; Minor in Cognitive Neuroscience (3.5/4.0)	2013- 2017

## RESEARCH EXPERIENCES

### Doctoral Researcher Sep'25 - Present

University of California, Irvine | Irvine, CA | Full-time

- First-year doctoral student shaping research at the intersection of **human-centered AI, generative models, and human behavior change**. Engaged in early-stage research scoping, behavioral theory synthesis, and problem framing to inform **future generative AI systems that influence long-term human behavior**.

### User/ Customer Experience Strategist Apr'24 – Jun'25

MERGE World | Atlanta, GA | Full-time

- **Led qualitative research on user needs and expectations to support AI-driven personalization** and care delivery strategies for chronic condition management.
- **Conducted incentive-based behavior research and usability testing for healthcare digital tools**, translating findings into product recommendations in an agile setting.

### User Experience Research Analyst Sep'23 – Jan'24

United Parcel Services (UPS) | Atlanta, GA | Contract

- **Led high-impact research initiatives** that enhanced the user's pick-up and delivery experiences on the UPS website and app.
- **Developed and executed robust evaluative research strategies**, crafting experiment scripts and protocols for interviews and surveys that optimized user interactions and interface functionality, enriching the overall customer journey.

### AI Design Researcher Sep'22 – May'23

Social Dynamics and Well-being Lab, Georgia Institute of Technology | Atlanta, GA | Full-time

- **Designed and developed an accessible mobile application for a social-media-powered AI clinical tool** by executing an end-to-end product development research plan. This initiative enhanced the healthcare experiences for patients.

### User Experience Researcher May'22 – Aug'22

Lark Health | Mountain View, CA | Internship

- **Shaped a customer-centric vision for the company website** through the execution of usability tests utilizing both qualitative and quantitative methodologies that unearthed crucial insights and user preferences in the B2C domain.

### User Experience Researcher/ Project Coordinator Sep'20 – Dec'20

User Experience Lab, Seoul National University | Seoul, Korea | Internship

- **Successfully deployed a voice-activated AI service for knowledge sharing** following extensive market research and user studies to optimize the living experiences of 47 customers, facilitating seamless information exchange and fostering social well-being.

### Research Associate/ Lab Manager Sep'18 – Jun'20

Social, Cognitive & Neural Sciences Lab, New York University | New York, NY | Full-time

- **Developed web-based cognitive experiments utilizing JavaScript and mouse tracking** to investigate the enduring impact of physical and mindfulness interventions on emotion valence bias and understand the social perception mechanisms.

## SKILLS & TOOLS

**Research** Unmoderated/moderated Interviews, Survey, Co-Design, Diary Study, Concept Testing, A/B Testing, Tree Sorting, Focus Groups, Ethnographic Field Studies, Usability Testing, Web Analytics, User flow diagrams, Journey Mapping, Competitive Analysis, Project Management, Wireframing, Market Research.

**Data Analysis** **Quantitative/ Statistical analysis** using R, SPSS, Google Analytics, Excel, and MATLAB, Qualtrics.  
**Qualitative analysis** using Miro/Mural/FigJam for affinity mapping and Dedoose for grounded theory.

**Tools** Qualtrics, Figma, Miro/Mural, Adobe Suite, UserTesting, Marvin, dscout, MS suite, JIRA, Google Analytics

## PUBLICATIONS

Yoo, D. W., **Woo, H.**, Nguyen, C. V. ... (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*.

Yoo, D. W., **Woo, H.**, Pendse, S. ... (2024). *Missed opportunities for human-centered AI research: Understanding stakeholder collaboration in mental health AI research*. In *Proceedings of the ACM on CSCW*.

Dutcher, J. M., Eisenberger, N. I., **Woo, H.**, Klein, W. M. P., Harris, P. R., Levine, J., & Creswell, J. D. (2020). Neural mechanisms of self-affirmation's stress buffering effects. *Social Cognitive and Affective Neuroscience*, 15(3), 301–312.