

DAEUN HWANG

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EDUCATION

University of California Santa Cruz, United States

Sept. 2023 - Present

Ph.D. in Computational Media

GPA: 4.0/4.0. Advised by Dr. Edward F. Melcer.

Yonsei University, South Korea

Mar. 2018 - June. 2023

Bachelor of Science, Information & Interaction Design / Micro-major in Computer Programming

GPA: 4.06/4.5.

WORK EXPERIENCE

Incheon Start-up Park

June 2021 - Nov. 2023

UX Researcher

- Led and participated in UX consulting process for 6 different start-up companies.
- Provided strategies for successful overseas launching of the products.
- Conducted various UX research including 5+ field studies, 20+ usability testings, 10+ scenario-based observational studies, 5+ surveys, etc.

Korea Food for the Hungry International

July 2021 - Dec. 2021

System Consultant

- Created overall template and structure to record and to keep tracking Objectives and Key Results (OKR) system
- Analyzed co-workers' user experience and overall interaction with the OKR system

DoBrain Inc.

Nov. 2020 - June 2021

Global Marketing Intern

- Achieved 1st quarter OKR of on-boarding first 100 global users through initialization of social media accounts
- Conducted various user research (field studies, interviews, observational studies, etc)
- Analyzed daily user funnel using SQL and produced ad creatives which led to approximately 12% increase of the sales using A/B Testing

TECHNICAL SKILLS

UX	In-depth interview, Usability Testing, Think-aloud/Cognitive Walkthrough, Diary Study, Focus Group, Participatory Design, Card-sorting Study, A/B Testing
Programming	Python, CSS, Javascript, MySQL, Java, C++, C#
Adobe	Premiere Pro, Photoshop, Lightroom, InDesign, XD, Illustrator, Audition, After Effects
Other	IBM SPSS Statistics, Figma, Logic Pro, TouchDesigner, Final Cut Pro, P5js

PUBLICATIONS

Journal Articles

- Liang, Z., Melcer, E., Khotchasing, K., Chen, S., **Hwang, D.**, & Hoang, N. H. (2024). The Role of Relevance in Shaping Perceptions of Sleep Hygiene Games Among University Students: Mixed Methods Study. *JMIR Serious Games*, 12, e64063. <https://doi.org/10.2196/64063>
- Ryu, H., Bang, H., **Hwang, D.**, & Kang, Y. (2023). Exploring the Extent of Usability for Augmented Profile Interfaces in Enhancing Conversation Experiences. *Interacting with Computers* 2023. <https://doi.org/10.1093/iwc/iwad045>

- **Hwang, D., & Kang, Y.** (2023). How Does Constructive Feedback in an Educational Game Sound to Children?. *International Journal of Child-Computer Interaction*, 36, 100581. <https://doi.org/10.1016/j.ijcci.2023.100581>

Conference Papers

- **Hwang, D., & Melcer, E. F.** (2024). Mindfulness Techniques Taught Through Game Mechanics. *In Companion Proceedings of the 2024 Annual Symposium on Computer-Human Interaction in Play*. (pp. 300-305). <https://doi.org/10.1145/3665463.3678839>
- **Hwang, D., & Melcer, E. F.** (2024). Exploring engagement in Idle Game Design. *2024 IEEE Conference on Games (CoG)*, 1–8. <https://doi.org/10.1109/cog60054.2024.10645671>
- **Hwang, D., & Park, S.** (2023). EMO100DB: An Open Dataset of Improvised Songs with Emotion Data. *International Conference of Music Perception and Cognition 2023*.
- **Hwang, D., Oh, S., & Jun, S.** (2022). Does Interactive Media Art Engage an Audience More Than Non-Interactive One Does?. *KSDS 2022 Conference Proceeding*, 220-221.
- **Hwang, D., Choi, M., Jung, H., Baek, Y. J., Lee, H. B., Lee, Y., Ho, J., Lee, J., & Jun, S.** (2022). Meari: Interactive Smart Screen Designed to Tailor Personal Hiking Routes. *KSDS 2022 Conference Proceeding*, 262-263.
- **Hwang, D., Chung, Y. J., Yoo, Y. M., Jun, S., & Holoubek, T.** (2020). Sbin: Smart, Interactive and IoT-Based Rotating Garbage Classifying Bin. *KSDS 2020 Conference Proceeding*, 172-173.

Poster Presentations

- **Hwang, D., & Hwang, H.** Understanding Human Perception of Music Plagiarism Through a Computational Approach. Poster presented at: *25th Conference of the International Society for Music Information Retrieval (ISMIR)*; Nov. 17, 2024; San Francisco, CA.
- **Hwang, D., X, Cai, E. Melcer, & E. Carstensdottir.** (2024). A Music Information Retrieval Approach to Classify Sub-genres in Role Playing Games. Poster presented at: *25th Conference of the International Society for Music Information Retrieval (ISMIR)*; Nov. 17, 2024; San Francisco, CA.

LANGUAGES

Korean	Native, first language
English	Fluent, TOEFL iBT 116/120
Spanish	Fluent, DELE C1 (second-highest level)

REFERENCES

Dr. Edward F. Melcer

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University of California, Santa Cruz
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Dr. Younah Kang

Associate Professor, Information and Interaction Design
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