

## JOONHWAN LEE, PH.D

Human-Computer Interaction & Design Lab.  
Department of Communication, School of Social Sciences  
Seoul National University

### RESEARCH INTEREST

Human-computer interaction, social computing, human-robot interaction, computational journalism, interaction design, information visualization, digital contents, service design, situationally appropriate user interaction, user interface of pervasive computing, adaptive user interface

### EDUCATION

**CARNEGIE MELLON UNIVERSITY** **AUGUST 2000 – MAY 2008**

**SCHOOL OF COMPUTER SCIENCE**

- Ph.D. in the Human-Computer Interaction, May 2008  
Advisors: Prof. Jodi Forlizzi, Prof. Scott E. Hudson  
Dissertation: Designing Automatically Generated Perceptually Optimized Displays

**CARNEGIE MELLON UNIVERSITY** **AUGUST 1998 – MAY 2000**

**SCHOOL OF DESIGN**

- Master's in Interaction Design, May 2000

**SEOUL NATIONAL UNIVERSITY** **MARCH 1990 – FEBRUARY 1995**

- B.F.A. in Industrial and Visual Communication Design, February 1995

## **WORK EXPERIENCE**

### **SEOUL NATIONAL UNIVERSITY**

**MARCH 2011 - CURRENT**

- Assistant Professor, Information and Culture Technology Studies & Department of Communication
- Teaching “HCI Theory and Practice,” “Introduction to Information and Culture Technology,” “Understanding Culture Technology,” “Information Visualization,” and “Social Network Data Mining and Analysis,” “Research Practice”

### **NEOWIZ INTERNET / NEOWIZ LAB.**

**MARCH 2010 - FEBRUARY 2011**

- CIO (Chief Information Technology Officer) & Director of Mobile Service Division
- Managed and developed mobile applications and services.

### **NEOWIZ BUGS CO.**

**JUNE 2009 – MARCH 2010**

- Director of Music Service Division
- Managed and developed Bugs online music service and desktop applications.

### **CARNEGIE MELLON UNIVERSITY**

**JULY 2008 – MAY 2009**

- Post Doctoral Research Fellow
- Worked on GM navigational displays and Kinetic Typography.

### **CARNEGIE MELLON UNIVERSITY**

**JULY 2000 – MAY 2008**

- Taught “Graduate Design Seminar II (51-702)” and “Introduction to Computing in Design (51-741)”
- Teaching Assistant for “Graduate Design Seminar II (51-702)”

### **IBM T.J. WATSON RESEARCH CENTER**

**MAY 2000 – JULY 2000**

- Summer Intern
- Worked on Voice Markup Language (VML) system.

### **NEOWIZ CO.**

**MAY 1997 – JUNE 1998**

- Manager of Interface Design Team
- Developed OneClick and online services.

### **IMAGEDROME**

**OCTOBER 1995 – MAY 1997**

- Project Manager, Interface Designer
- Developed and design user interfaces and websites.

### **ALCHEMIST**

**DECEMBER 1994 – AUGUST 1995**

- Creative Director
- Developed an adventure game (Labyrintos)

## PUBLICATIONS

### BOOK & BOOK CHAPTERS

- 이공희, 함유근, 김용대, 이준환, 원중호 (2014). “빅데이터의 이해.” 한국방송통신대학교출판문화원

### JOURNAL ARTICLES

- Jieun Wee, Joonhwan Lee and Woncheol Jang (2014). “Measuring Homophily Effect: Interaction Behaviors as Predictors of Intimacy among Facebook Friendship” International Journal of Human-Computer Interaction (Under Review) (SCI)
- Joonhwan Lee, Jodi Forlizzi, Scott E. Hudson and Soojin Jun (2014). “Use of the Backseat Driving Technique in Evaluation of a Perceptually-Optimized In-car Navigation Display,” International Journal of Human-Computer Interaction (to appear) (SCI)
- 오중환, 장수연, 이준환 (2014). “한글 자음 및 모음 사용을 통해 드러나는 온라인에서의 정서 표현에 대한 탐색적 연구” 한국멀티미디어연구 17권 7호 (2014): 866-878. (KCI)
- 이준환, 김동환, 위지은, 장수연, 하세용, 전수진 (2014). “키네틱 타이포그래피를 통한 텍스트 기반 커뮤니케이션에서의 감정 전달 연구” 한국멀티미디어학 연구 17권 1호 (2014): 77-93 (KCI)
- 서봉원, 이준환, 오중환 (2012). “트위터 사용자 간 관계형성 패턴에 대한 연구” 한국언론학보 58권 5호 (2012): 88-113 (KCI)
- Soojin Jun, Miso Kim and Joonhwan Lee (2011). “The System Diagrams: Shifting Perspectives.” Design Issues, 27(2), pp. 72-89 (A&HCI)
- Gahgene Gweon, Soojin Jun, Joonhwan Lee, Susan Finger and Carolyn Penstein Rosé (2011). “A Framework for Assessment of Student Project Groups On-line and Off-line,” in Puntambekar, S. & Hmelo-Silver, C. (Eds.) in Analyzing Interactions in CSCL: Methodology, Approaches and Issues, Springer, Volume 12, 2011, pp 293-317
- Joonhwan Lee and Soojin Jun (2010). “Design Guidelines and Recommendations for In-vehicle Navigation Systems.” Journal of Korean Society of Design Science, 23:3 (2010.5): 309-327 (KCI)
- Joonhwan Lee, Jodi Forlizzi, and Scott E. Hudson (2008). “Iterative Design of MOVE: A Situationally Appropriate Vehicle Navigation System,” International Journal of Human-Computer Studies, 66(3), pp198-215. (SCI)

### PEER-REVIEWED CONFERENCE PROCEEDINGS

- Joonhwan Lee, Soojin Jun, Dongwhan Kim, Inho Won, Jieun Wee, Sooyeon Jang, Yaena Jang and Heeryung Choi (2014). “Show Me How You Feel: Using Automatically-Generated Kinetic Typography Layout to Convey Emotion” (Under Review, ACM SIGCHI)
- Inho Won and Joonhwan Lee (2014). “The Wisdom of Crowds is not Enough: Influence of a Select Few in Github Projects” (Under Review, ACM SIGCHI)
- Dongwhan Kim, Dongmin Lee, Seyong Ha and Joonhwan Lee (2014). “The Issue-Network: Exploratory Network Searching for Defining Context-Relative Problem Spaces” (Under Review, ACM SIGCHI)
- Sungjin Nam, JongHwah Oh and Joonhwan Lee (2014). “Generating Highlights from Scrolling Behavior on Mobile Phone” (Under Review, ACM SIGCHI)
- Jae-Eun Lim and Joonhwan Lee (2014). “They are going to look at you: the effect of evaluation on crowdsourcing quality at Amazon Mechanical Turk” (Under Review, ACM SIGCHI)

- Younghoon Kim and [Joonhwan Lee](#) (2014). "Studying Collaboration Patterns with Dropbox Shared Folder Visualization" (Under Review, ACM SIGCHI)
- Jaeseok Lee, Heeryung Choi and [Joonhwan Lee](#) (2014). "What Attracts the Reader's Gaze : the effect of types and placements of online news advertisement" (Under Review, ACM SIGCHI)
- Yaena Jang and [Joonhwan Lee](#) (2014). "Normification: An Alternative Approach of Gamification" (Under Review, ACM SIGCHI)
- Hajin Lim, Hyunjin Ahn, Junwoo Kang, Bongwon Suh and [Joonhwan Lee](#) (2014). "Ubi-jector: An Information-Sharing Workspace in Casual Places Using Mobile Devices," in Proceedings of the 16th international conference on Human-computer interaction with mobile devices and services companion. pp.
- JongHwan Oh, SungJin Nam and [Joonhwan Lee](#) (2014). "Generating highlights automatically from text-reading behaviors on mobile devices," in Proceedings of the 2014 ACM annual conference extended abstracts on Human Factors in Computing Systems Extended Abstracts. pp. 2317-2322
- Seyong Ha, Dongwhan Kim and [Joonhwan Lee](#) (2013). "Crowdsourcing As a Method for Indexing Digital Media," in Proceedings of the 2013 ACM annual conference extended abstracts on Human Factors in Computing Systems Extended Abstracts. pp. 931-936
- Hajin Lim, Seohee Choi and [Joonhwan Lee](#) (2013). "Ubi-Jector : An Information-Sharing Screen in a Casual Meeting Environment Using Mobile Devices," in Proceedings of the 2013 ACM annual conference extended abstracts on Human Factors in Computing Systems Extended Abstracts. pp. 1695-1700
- JongHwan Oh, Yerhyun Jung, Yongseok Cho, Chaewoon Hahm, Hyeyoung Sin and [Joonhwan Lee](#) (2012). "Hands-up: motion recognition using kinect and a ceiling to improve the convenience of human life," in Proceedings of the 2012 ACM annual conference extended abstracts on Human Factors in Computing Systems Extended Abstracts. pp. 1655-1660
- SeungJun Kim, Anind K. Dey, [Joonhwan Lee](#) and Jodi Forlizzi (2011). "Usability of Car Dashboard Displays for Elder Drivers," in Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. pp. 493-502
- Soojin Jun, Miso Kim and [Joonhwan Lee](#) (2010). "Rethinking System Diagrams: From Arranging Components to Organizing Action, Thought, and Possibility." In the 2010 Design Research Society International Conference: Design & Complexity, Montreal, Canada, July 7-9, 2010.
- [Joonhwan Lee](#), Soojin Jun, Jodi Forlizzi and Scott E. Hudson (2006). "Using Kinetic Typography to convey emotion in text-based interpersonal communication," in Proceedings of the ACM Conference on Designing Interactive Systems 2006.
- [Joonhwan Lee](#), Jodi Forlizzi and Scott E. Hudson (2005). "Studying the Effectiveness of MOVE: A Contextually Optimized In-Vehicle Navigation System," in Proceedings of the ACM Conference on Computer Human Interaction 2005.

#### 국내 학술대회 발표

- 김동환, 최순욱, 최진한, 서민향, [이준환](#) (2014). "게임 속 아바타의 이동에 따른 게임 공간의 변화와 여정," HCI 2014 국제학술대회
- 오종환, 장수연, [이준환](#) (2013). 페이스북에서 한글 자모음의 독립적 사용과 정서 표현. 『한국정보과학회 학술발표 논문집』, 1080-1082.

- 이준환, 장수연, 김동환, 위지은, 장예나, 원인호, 하세용, 전수진 (2013). “실시간 텍스트 기반 커뮤니케이션에서 감정전달을 위한 키네틱 타이포그래피 메신저,” 정보과학회 40회 추계학술대회발표회
- 최순욱, 김동환, 최진환, 서민향, 이준환 (2013). “아바타의 이동에 따른 게임 공간의 변화와 여정(tour): 월드 오브 워크래프트 크롤링 데이터를 중심으로,” 2013년 한국언론학회 가을철 정기 학술대회
- Seyong Ha, Dongwhan Kim and Joonhwan Lee (2012). “Crowdsourcing As a Method for Digital Media Interaction,” HCI 2013 국제학술대회.
- Hajin Lim, Seohee Choi and Joonhwan Lee (2012). “Ubi-Jector: A Shared Screen in Casual Meeting Environment Using Mobile Devices,” HCI 2013 국제학술대회
- 오종환, 남성진, 이준환 (2012). “스킴 리딩 행동에서 하이라이트의 효과와 생성 방안에 관한 연구,” HCI 2013 국제학술대회
- 임하진, 이제석, 이준환 (2012). “ContActive: 최적의 대인 커뮤니케이션 채널 선택을 위한 스마트폰 연락처 어플리케이션 인터페이스 제안,” HCI 2013 국제학술대회
- 김동환, 하세용, 이준환 (2012). “클라우드 소싱을 활용한 미디어 인터랙션 기법 연구,” 2012년 한국언론학회 가을철 정기 학술대회
- 서봉원, 이준환, 오종환 (2012). “트위터 사용자 간 관계형성 패턴에 관한 연구,” 2012년 한국언론학회 봄철 정기 학술대회 (Top Paper Prize Awarded)

## PROFESSIONAL ACTIVITIES & SERVICES

- 삼성SDS sGen 자문위원, 2012.1 ~ 2012.12
- 한국 HCI학회 이사, 2011.1 ~ Present
- 한국 디자인학회 이사, 2012.1 ~ Present
- (주)네오위즈 사외이사, 2013.3 ~ Present
- 사단법인 바른 과학기술사회 실현을 위한 국민연합 홍보협력 부위원장, 2012.3 ~ Present
- Program Chair, ACM SIGCHI (Case Studies & Spotlight), 2014.5 ~ Present
- Program Committee Member, ACM SIGCHI, 2011 ~ Present
- Program Committee Member, ACM DIS2000, 2000
- Reviewer, ACM CHI Conference, 2004~Present
- Reviewer, ACM Designing Interactive Systems (DIS), 2004~Present
- Reviewer, International Journal of Human-Computer Studies, 2008~Present
- Program Committee Member, ACM SIGCHI, 2011~Present