

Nahi Hong | Curriculum Vitae

Human-Computer Interaction + Design Lab.
Gwanak-Ro 1, Gwanak-Gu, Seoul, S. Korea 08826

☎ +82 10 2787 6187 • ✉ nahi.hong@gmail.com
🌐 <http://hcid.snu.ac.kr/people/na-hi-hong/>

Currently, a research assistant in Human-Computer Interaction + Design lab. after graduating Master's course in Communication department in Seoul National University. As a graduate student, I have participated in projects of various fields such as user experience, data analysis, and journalism. Previously, I have studied communication as an undergraduate student in Seoul National University and worked as a system integrator and developer in Woori Financial Information System. I participated in Integrated Trading System Project with Murex, mainly developed back-end reports using SQL and built deal slip systems, and simultaneous PL reports for traders. Enthusiastic communicator with strong responsibility, business and interpersonal skills for working in a team and successfully completing a project. Also, passionate about understanding user experience of computer systems and its usability.

Education

- **Seoul National University** **Seoul, Korea**
M.A. in Communication, Human-Computer Interaction + Design Lab., 4.05/4.3 Mar. 2015– Feb. 2017
- **Seoul National University** **Seoul, Korea**
B.A. in Communication, 3.36/4.3 Mar. 2007– Feb. 2012
- **Khartoum American School** **Khartoum, Sudan**
Completed A.P. Calculus, 4.0/4.3 Jan. 2003– May. 2006

Previous Employment

- **Woori Financial Information System** **Seoul, Korea**
Assistant Developer Jan. 2012–Dec. 2014
I worked 3 years as an assistant developer in Woori Financial Information System and was involved in a project integrating Trading System in Woori Bank using Murex system. I was responsible for implementing B.O. system for Commodities Derivative products and F.O., M.O., and B.O. system for Securities. I was also part of Equities Derivative team for maintenance of the system. SQL and Murex programming language were used in these jobs in order to produce back-end reports and to execute other operations, such as inserting deal slips. Observing user experience was important part in this project, as new system should not bother the user's established task pattern. Therefore, I also made documents listing the functions and usage pattern for AS-IS system and how it could be integrated into TO-BE system. I was also responsible for educating users for the new system considering their user experience to the existing system.
- **G.E. Korea Corporate** **Seoul, Korea**
Internship, University Relationship Program Jun. 2010–Dec. 2010
In this 7-months internship, my job was mainly translating booklet in Korean from English and organize events. In addition, writing and distributing company newsletter was also part of my job. As one of the first members of University Relationship Program, I was in charge of editing and designing the first U.R.P. newsletter, "One G.E., Warm G.E.". Before finishing the internship, I also participated in planning and organizing the Year-End Party.

Research

Publications & Conferences.....

- **Conference Proceedings (Posters) *Mobile HCI, 2016***
Joonyoung Lee, **Nahi Hong**, Soomin Kim, Jonghwan Oh, Joonhwan Lee, Smiley Face: Why We Use Emoticon Stickers in Mobile Messaging. In *Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services*.ACM.
- **Conference Proceedings *International Association for Media and Communication Research 2016***
Nahi Hong, Reconstruction of Self Identity Through Fan Activities of Married Women and Their Motivations for Long-term Fandom in *IAMCR 2016*.
- **Conference Proceedings (Posters) *The Korean Society for Cognitive Science 2016***
Giyoon Kim, **Nahi Hong**, Joonmin Lee, Joonhwan Lee, Why Do You Reply: A Mobile Usage Research Using Scenario with Vignette in *The Korean Society for Cognitive Science 2016*.
- **Conference Proceedings *Korean Society for Journalism & Communication Studies 2016 Spring***
Nahi Hong, Joonyoung Lee, Soomin Kim, Jonghwan Oh, Joonhwan Lee, Classifying Emoticon Usage Pattern in Mobile Instant Messages. in *Korean Society for Journalism & Communication Studies 2016*.
- **Conference Proceedings *Korean Society for Journalism & Communication Studies 2016 Spring***
Nahi Hong, Joonmin Lee, Giyoon Kim, Joonhwan Lee, Replying Mobile Messages: Scenario-based Research using Context, Sender, and Message Content. in *Korean Society for Journalism & Communication Studies 2016*.
- **Conference Proceedings (Posters) *HCI Korea 2016 in cooperation with ACM and SIGCHI***
Giyoon Kim, Joonmin Lee, **Nahi Hong**, Joonhwan Lee, Mobile Research Methodology Using Persona and Scenario. in *HCI Korea 2016 in cooperation with ACM and SIGCHI*.

Research Experience.....

- **Factchecking Project (2017) *SNU Factcheck***
Since fake news are easily spread on online environment, it has become a serious social issue. However, false information also can be corrected quickly as well. This project is the first to seek collaboration among several press media and academic research center. With SNU Factcheck platform, journalists assess certain piece of fact about public figure with a gauge provided by SNU Factcheck Team. I have participated in this project as a service designer and a project manager.
- **Masters Project (2016) *The Validity and Credibility of Crowdsourced Fact-checking***
Demand of fact-checking has increased together with the amount of information. However, fact-checking is often neglected due to lack of time and labor source. In order to assist existing deficiencies of fact-checking algorithms, collective intelligence was considered as an alternative method. This research aims to examine the validity of crowdsourced fact-checking and its credibility level compared to professional journalism fact-checking results. Also, the interface elements to enhance credibility of crowdsourced fact-checking results were observed. Using Amazon's Mechanical Turk, validity of crowdsourced fact-checking and its interface elements were explored. The credibility level was observed in a lab experiment.
- **Research Assistant (2016) *Project Medal***
As a collaboration project with JTBC, big data analysis on national medal awardee was carried out. It was the first exhaustive investigation on national medal and the purpose of this examination was to see if the medals were over-issued. This project was broadcasted on 2016 January 28th and 29th on JTBC 'News Room' and 'Spotlight'.

- **Research Assistant (2015-2016)** *Robot Journalism - Finance Team*
In this project, algorithm for writing financial news was developed. As a part of this project, I analyzed the sentence structure and wrote sentences and variables used in the algorithm to create the news article. The automated article was published on 'The Financial News Korea'.
- **Research Assistant (2015)** *NeoLab Pen Computing*
In this project, I analyzed a possible connection between MOOC and pen computing with teammates. Also, we evaluated user interfaces of Neolab Pen Computing software using UAR and heuristic evaluation methods.
- **Research Assistant (2015-)** *ICT Communication Policy Research Center*
As a research assistant, I participated in a conference for presenting student research papers twice a year (January, July). Also, I participated in CPRC forum and seminars held by the center.

Activities

- **Presenter** *20th Anniversary of SNU-UT International Symposium: Past, Present, and Future*
As a student presenter, I presented a paper on Landscape of Emoticon Usage Pattern. The paper was about emoticon sticker usage which is now commonly used in mobile devices and its applications. After exchanging academic interests, events for exchanging cultural interests were prepared in order to encourage further socializing between students and professors of Seoul National University and University of Tokyo.
- **Student Volunteer** *Special Seminar by Institute of Communication Research and ICT Communication Policy Research Center 2016- 'The Arrival of the Artificial Intelligence Era and the Future of Journalism'*
I participated as a student volunteer in a special seminar by Institute of Communication Research and ICT Communication Policy Research Center. The seminar included the keynote speech by Professor Michael Schudson from Columbia Journalism School. As a volunteer, I helped organizing the seminar and also ad-hoc jobs including guiding the invited speakers.
- **Student Volunteer** *Cybercommunication Academic Society Annual Conference in 2015*
I participated as a student volunteer in Cybercommunication Academic Society Annual Conference held in 2015. I helped organizing the conference as well as ad-hoc jobs in a session.
- **Group Study** *Machine Learning with R, Summer 2015*
For 2 months, members of this study group met once a week to go through the book together. In this study, we learned basic R codes to run knn, naive bayesian and decision tree algorithms.
- **Group Study** *OpenIntro Statistics, Winter 2015*
As a part of winter vacation project, with 2 other students, we went through OpenIntro Statistics to study probabilities, inferences on numerical, categorical data and also linear regression.

Technical and Personal skills

- **Language:** Korean(Native), English(Fluent), Mandarin and Japanese (Basic)
- **Programming Languages:** SQL (Intermediate), Javascript, CSS, HTML, and Python (Basic)
- **Industry Software Skills:** Adobe Photoshop (Intermediate), Adobe Illustrator (Basic), Axure RP, and Sketch (Basic), Most MS Office products (Advanced)
- **User Centered Design Research:** Survey, Individual Interview, Prototyping, Contextual Inquiry, Personas
- **General Business Skills:** Good presentation skills, Works well in a team
- **Other:** Can write well organized and structured reports