

## Jung Joo Lee

Doctor of Arts Candidate | Design Researcher  
Aalto University School of Art and Design  
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### EDUCATION

Doctor of Art Candidate | Aalto University School of Art and Design, Helsinki, Finland  
5-year full funding position, funded by Finnish Ministry of Education and Academy of Finland  
Expected Summer 2012

Master of Science | Korea Advanced Institute of Science and Technology (KAIST), Industrial Design,  
Daejon, South Korea  
Human-Computer Interaction Design Laboratory  
Feb 2007

Bachelor of Science | Korea Advanced Institute of Science and Technology (KAIST), Industrial Design,  
Daejon, South Korea  
Feb 2005

### RESEARCH AREAS & SPECIALTIES

#### Creative Co-Design

I'm interested in designerly ways of framing future design opportunities in collaboration with users and multi-disciplinary stakeholders. For this, I work with various innovative methods that can facilitate the process of Co-Design, Empathic Design, and Value-Centered Design, e.g. Probes, Generative Tools, Design Game, & etc. In so doing, I also explore how to bridge communication & intellectual gap between research phase and design phase.

#### Design for Embodied Interaction

"Design for Embodied Interaction" emphasizes people's creative process of interpreting and appropriating technology to better fit local situations and local values, against *a priori* analytic interaction scheme. In my work of interactive systems design, I focus on everyday people's situated meaning-making process when they put technology into practice, and the role of "body" in such process.

#### Strategic Design for User Experience & Culturally Sensitive Design

I have worked for various industry-collaboration projects on design for user experience in various domains, such as mobile phones, home AV systems, future service robots, web services & etc. My work on design for user experience also includes cross-cultural design: I do research on how to incorporate cultural characteristics into design and human research process.

### PUBLICATIONS

#### JOURNAL

Lee, J.J. & Lee, K.P. (2009). Facilitating dynamics of focus group interviews in East Asia: Evidence and tools by cross-cultural study. *International Journal of Design*, 3(1), pp. 17-28. [SCIE, SSCI]

**ACM MAGAZINE**

Vaajakallio, K., Mattelmäki, T. and **Lee, J.J.** (2010). "It became Elvis" - Co-design lessons with children. *Interactions*, 17(4), ACM Press, pp. 26-29.

**CONFERENCE PROCEEDING**

**Lee, J.J.**, Vaajakallio, K., and Mattelmäki, T. (2011). Tracing situated effects of innovative design methods: Inexperienced designers' practices. *In Proceedings of DESIRE'11*. ACM Press.

**Lee, J.J.**, Koskinen, I. and Mikkonen, J. (2009). Co-Experience in a cross-cultural notion: Unpacking the effect of culture on users' social interaction. *In Proceedings of IASDR'09*.

Koskinen, I. and **Lee, J.J.** (2009). Inspiration, Interpretation, Explanation: Inference in constructive design research. *In Proceedings of IASDR'09*.

**Lee, J.J.** (2009). Culture and co-experience: Cultural variation of user experience in social interaction and its implications for interaction design. *In Proceedings of HCI'09*, Springer.

Vaajakallio, K., **Lee, J.J.** and Mattelmäki, T. (2009). "It has to be a group work!" - Co-design with children. *In Proceedings of IDC'09*, ACM Press.

Mikkonen, J., **Lee, J.J.** and Koskinen, I. (2009). Using video with active markers. *In Proceedings of AMI'09*, ACM Press.

**Lee, J.J.**, Koskinen, I. and Mikkonen, J. (2008). The Visual-talk table: Understanding co-experience in a cross-cultural notion. Extended Abstract at *CSCW'08*, ACM Press.

**Lee, J.J.** and Lee, K.P. (2007). Cultural differences and design methods for user experience research: Dutch and Korean participants compared. *In Proceedings of DPPI'07*, ACM Press.

**Lee, J.J.**, Tran, T.T. and Lee, K.P. (2007). Cultural difference and its effects on user research methodologies. *In Proceedings of HCI'07*, Springer.

**OTHER ACADEMIC PUBLICATION**

**Lee, J.J.** and Sayed, S. (2008). Culturally sensitive design. In T. Keinonen (eds.), *Design Connections- Knowledge, Value and Involvement through Design* (pp. 54-63). Working papers, UIAH Press.

**TEACHING**

Interactive Prototyping | MA program of Industrial and Strategic Design, Aalto University School of Art and Design

Tutor (Instructor: Prof. Giulio Jaccuci) | Collaboration with Nokia Research Center  
Spring 2010

User-Inspired Design | MA program of Industrial and Strategic Design, Aalto University School of Art and Design

Tutor (Instructor: Tuuli Mattelmäki) | The highest-scored course in students' course evaluation in Fall 2008  
Fall 2009, Fall 2008, Fall 2007

Design Research | MA program of Industrial and Strategic Design, Aalto University School of Art and Design

Tutor (Instructor: Prof. Ilpo Koskinen)  
Fall 2009

**WORK EXPERIENCE**

KTH (Korea Telecom), Portal Service Planning Team, Seoul, South Korea

Winter Internship: User Interface Design of a Korean web portal site, *Paran*  
Winter 2005

Bostonian Society, Promotion Department, Boston, MA, USA  
Internship: Service design of online historical map of the City of Boston

## INVITED TALKS

“Facilitator-Designer, Creative Tools in Co-Design”  
Ulsan National Institute of Science and Technology (UNIST), Ulsan, South Korea  
Mar 2011

“Culturally-Sensitive Design Research”  
IDEAN (Design company), Helsinki, Finland  
Sep 2010

“Facilitating Cultural Sensitivity in User Research Methods”  
Cross-Cultural User Experience Design Seminar | Tampere University of Technology, Tampere, Finland  
<http://www.cs.tut.fi/ihte/projects/suxes/news.htm>  
Sep 2009

“Diagnosing Cultural Bias of User-Centered Design Methods”  
User-Centered Design Seminar | Aalto University, Helsinki, Finland  
Jun 2008

## ACADEMIC SERVICES

Aalto University MA Degree Program Committee  
Application Committee Member of MA Program of Industrial and Strategic Design  
2011-present  
Thesis Evaluation Board Member of MA Program of Industrial and Strategic Design  
2008-2010

Conference Organization Committee  
Nordes (Nordic Design Research) 2011 Conference Publication Chair  
DPPI (Designing Pleasurable Products and Interfaces) 2007 Conference Student Papers & Interactive  
Demo Organization Member

Conference Paper Reviewer  
ACM CHI 2011 Student Design Competition  
ACM International Conference of Interactive Tabletop and Surfaces (ITS) 2010  
International Conference of Design Research Society (DRS) 2010  
International Association of Societies of Design Research (IASDR) 2009  
International Conference of Designing Pleasurable Products and Interfaces (DPPI) 2009  
12th IFIP TC13 Conference on Human-Computer Interaction (Interact) 2009  
International Conference of Designing Pleasurable Products and Interfaces (DPPI) 2007

## WORKSHOP ORGANIZING

Emotional Design Workshop | Hyundai & KIA Motors Company, Seoul, South Korea  
Invited lectures and 4-day workshop on emotional design for driving experiences  
(with Prof. Turkka Keinonen)  
Feb 2010

**Co-Designing Design Factory Workshop | Aalto University, Finland**

A series of 3 workshops for designing multi-disciplinary practices and space for Aalto University (with Kirsikka Vaajakallio and Tuuli Mattelmäki)  
Aug – Sep 2008

**“Let’s Talk about Service Design” | Aalto University, Finland**

One-day workshop for developing Service Design framework (assisting Tuuli Mattelmäki)  
May 2010

**PROJECT**

**Design Factory: Co-Designing Multi-Disciplinary University Program and Space | Aalto University, Finland**

Designing future practices, architecture and technologies for Design Factory, a multi-disciplinary platform of Aalto University, through co-design approach (<http://designfactory.aalto.fi>)  
Summer 2008

**Flying Dish Research: Cross-Cultural Ethnographic Study on Kitchen Appliances | Politecnico di Milan, Italy**

Contract researcher responsible for ethnographic research on the dish washer use at Korean Homes  
Summer 2008

**Cross-Cultural Study on User Experience Models of Media Use | KAIST & Samsung Electronics, in collaboration with Technology University of Delft, Human Factors International China, and Meru Research**

User experience modeling on media use in four different countries (Korea, China, India & the Netherlands)  
2006

**UI Analysis on Mobile Phones for Chinese Market | KAIST & LG Electronics, in collaboration with Tsinghua University**

Development of UI analysis framework & strategic UI design guidelines, UI analysis  
2005

**Next Generation Mobile Communication Concept Design | KAIST & LG Electronics**

Concept design for future mobile communication through the user-centered approach  
2005

**Innovative UI for Home AV System | KAIST & Samsung Electronics**

Prototype design for home AV system UI & comparative usability tests  
2005

**Service and UI Design for Educational Website | KAIST & Korea Education Research Information Service**

Design implications for educational web service by applied ethnography, usability tests & eye-tracking  
2005

**Design Management Strategy | KAIST & Aekyung Design Center**

Proposed future business roadmap & new CI Design  
2005

**Communication Intelligence Robot Concept Design | KAIST & SK Telecom**

Concept design for a domestic service robot as a digital gateway that can provide communication intelligence services by SK Telecom  
2004

## INTERACTIVE PROTOTYPE DESIGN

### Interactive Jewelry Design | "Blossom"

Context-aware interactive jewelry that communicates wearer's personal status | Using Arduino, Zigbee network technology (Appeared at Aalto University Year Book, *Towards Creativity and Innovation*, [http://www.digijulkaisu.fi/aaltoraee/aalto\\_future/](http://www.digijulkaisu.fi/aaltoraee/aalto_future/))  
Nov 2009 – Apr 2010

### Interactive Furniture Design | "Visual-Talk Table"

Interactive table that senses group members' speech & visualizes social dynamics | Using Arduino, microphones, (Appeared at University Art Magazine, *Arttu!* in 2008, vol.3.)  
Apr –Sep 2007

## WORKSHOP PARTICIPATION & EXHIBITION

Building a Unified Framework for the Practice of eXperience Design Workshop | CHI 2009, Boston, MA, USA  
May 2009

### NORDES (Nordic Design Research) Summer School | Copenhagen, Denmark

4-day workshop on a theme "Design Program and Experiments" with Ph.D students of Nordic countries  
Aug 2008

### International New Designers Workshop | International Design Center Nagoya, Japan

Team leader, 4-day workshop on design for gender equality in Japan with selected young designers  
Jan 2006

### Art from Research Exhibition | Aalto University School of Art and Design, Helsinki, & University of Lapland, Rovaniemi, Finland

Collective exhibition by Design Connections Doctoral Program (<http://designresearch.fi/dcds/about/>)  
Nov 2009 – Jan 2010

## SKILLS & OTHER ACTIVITIES

### Human Research Skills for Design

Applied ethnography, Social Interaction Analysis (based on ethnomethodological program), Generative Workshop, Design Probes, Design Game, FGI, Experience Prototyping, Scenario Building, Persona Design, Usability Evaluation, Diary Study, Experience Sampling

### Workshop Skills for Multi-Disciplinary Co-Design

Organizing and facilitating multi-disciplinary design workshop for design decision-making phases

### Interactive Prototyping Skills with Sensor Technologies and Visualization

Arduino, Processing, Flash ActionScript, etc.

### Oversea Correspondent of Finland | KBS (Korean Broadcasting System) 1 Radio, MBC (Munhwa Broadcasting Corporation) Radio

2008-2010

## REFERENCES

### Ilpo Koskinen

Professor of Industrial Design, Aalto University School of Art and Design  
Iso-Roobertinkatu 35-37 E 49 00120 Helsinki, Finland  
ilpo.koskinen@aalto.fi

### Turkka Keinonen

Professor of Industrial Design, Aalto University School of Art and Design, Head of Design Research  
Töölönkatu 14 B 16 00100 Helsinki, Finland  
turkka.keinonen@aalto.fi

### Jack Whalen

Former Research Scientist, XEROX Palo Alto Research Center (PARC)  
132 Douglass Street, San Francisco, U.S.A.  
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### Kun-Pyo Lee

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Executive Vice President  
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