

RESEARCH INTEREST

Human Computer Interaction (HCI), Computer Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC), Social Computing

EDUCATION

University of Washington Seattle, WA, USA
Ph.D. in Human Centered Design and Engineering Sep 2023 - present
Advisors: Prof. David McDonald and Prof. Mark Zachry

Seoul National University Seoul, South Korea
M.S. in Intelligence and Information Sep 2019 - Feb 2022
Advisor: Prof. Joongseek Lee
GPA: 4.00 / 4.30

Thesis: *Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos*

Ewha Womans University Seoul, South Korea
BA in International Studies (conc. in Business and Economics) Mar 2013 - Feb 2019
BA in Advertising and Public Relations
GPA: 3.98 / 4.30 (3rd/36); Major GPA: 4.01 / 4.30

RESEARCH PROJECTS

Utilizing Generative AI for Dispute Resolution between Wikipedians Sep 2023 - present
Lead Researcher, University of Washington
Conducting desk research on online community dispute resolution and AI moderator

Designing a New Video Conferencing Interface for Virtual Studying Jan 2022 - Apr 2022
Lead Researcher, UX Lab
Designed video conferencing interfaces and conducted a user study with 10 users [p.6]

Understanding Co-Studying Activity on Video Conferencing Rooms Jan 2021 - Jan 2022
Lead Researcher, UX Lab
Conducted 42 interviews, a survey with 107 users, and analysis of 464 video conference screens [c.1]

Designing a Knowledge-Sharing Chatbot for Residents of a Co-Living Space Jul 2020 - Jan 2021
Lead Researcher, UX Lab
Conducted eight interviews and a workshop with 15 users for chatbot design, and conducted a one-week case study with 19 users [p.3, p.5]

Understanding Single Households' Use of Smart Speakers Jul 2020 - Jan 2021
Lead Researcher, UX Lab
Conducted a six-week field study with 19 users, including an analysis of 2,491 utterance data [p.4]

Investigating Information Needed for Awareness between Remote Workers Mar 2020 - Jun 2020
Lead Researcher, UX Lab
Designed a pseudo-service and conducted a one-week case study with a group of eight users [p.2]

Building a Smart Speaker Application for Classical Music Beginners Sep 2019 - Jan 2020
Graduate Research Assistant, UX Lab
Assisted conversation design and collected VOCs during a 15-day case study with 25 users

Investigating Auditory Cues for Separateness of AI Speaker Services Oct 2019 - Nov 2019
Lead Researcher, UX Lab
Designed conversational agent prototypes and conducted a user study with 10 users [p.1]

PUBLICATIONS

CONFERENCE PAPERS

- [c.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. “I Want to Reveal, but I Also Want to Hide” Understanding Virtual Study Room and Its Inherent Conflict of Revealing and Hiding Needs. In *Companion Publication of the 2023 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '23)*. [paper]

POSTERS AND EXTENDED ABSTRACTS

- [p.6] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. “Hide Your Video, Show Your Action!” Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '22)*. [paper]
- [p.5] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. “Knock Knock, Here Is an Answer from Next Door”: Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21)*. [paper]
- [p.4] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. “Can Smart Speaker Be the ‘SimSimi’ for Single Households?”: Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. [paper]
- [p.3] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. ‘Naver Knowledge-iN’ in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. [paper]
- [p.2] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20)*. [paper]
- [p.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. [paper]

EXPERIENCE

Soft Berry Inc.

UX Researcher, Product Team

- Led all user research from setting research objectives to designing and conducting research
- Worked with stakeholders to communicate the findings into actionable goals and principles
- Includes one workshop, four surveys, and 70+interviews

Seoul, South Korea

Mar 2022 - Aug 2023

UX Lab, Seoul National University

Graduate Research Assistant

- Managed two research projects as a project manager and conducted four personal research projects, overseeing and leading the entire process
- Includes one workshop, four field/case studies, and 80+interviews

Seoul, South Korea

Sep 2019 - Feb 2022

Weber Shandwick Korea

Junior Associate, Consumer Marketing Team

- Planned, conducted, and evaluated digital and print PR campaigns

Seoul, South Korea

Sep 2017 - Oct 2018

TEACHING EXPERIENCE

Creative Fusion Seminar

Teaching Assistant

Assisted undergraduate students in conducting user research and designing prototype

Seoul National University

2020 Fall

Information Technology Practice

Teaching Assistant

Assisted undergraduate students in conducting user research and designing prototype

Seoul National University

2020 Spring

HONORS AND SCHOLARSHIPS

Brain Korea 21 Four Scholarship	2020 Fall, 2021 Spring
Brain Korea 21 Plus Scholarship	2019 Fall, 2020 Spring
Ewha Womans University Honors Scholarship	2013 Fall, 2014 Fall, 2015 Fall, 2017 Spring
Ewha Womans University Dean's List	2013 Spring, 2014 Spring, 2014 Fall, 2016 Fall, 2017 Spring

INVITED TALKS

HCI Korea 2020 Tutorial Presentation	Aug 2020
Making 'Cool' Voice Service	

REVIEW SERVICE

CSCW 2023, CHI 2022 Late-Breaking Work

SKILLS

Research Skills: Field study, case study, co-creation workshop, in-depth interview, focus group interview, survey, prototyping, usability testing, content analysis, thematic analysis, statistical analysis, data visualization, literature review

Software Skills: Python, SQL, HTML, CSS

Platforms: Google Analytics, Amplitude, Google Dialogflow