Emily Naseul Jeong

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EDUCATION

University of Michigan   Ann Arbor, MI
Masters of Science, School of Information, UX/UI Research and Design   May 2025
- Cumulative GPA: 3.8/4.0

New York University   New York, NY
Bachelor of Science, Applied Psychology   January 2022

SKILLS

Design: Wireframing, Prototyping, User Persona and Scenario
Research: Usability Testing, User Interview, Affinity Analysis, A/B Testing, Heuristic Evaluation, Competitive Analysis
Tools: Figma, Axure, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), MS Office
Programming: Python, SPSS, Stata, SQL, HTML/CSS/Javascript
Language: Native- English & Korean

HONORS/CERTIFICATES

Programming for Everybody (Python), University of Michigan- Coursera   August 2023
NYU President's Service Award, KISO (Korean International Student Organization)   May 2019
Steinhardt Scholarship   September 2017

PROFESSIONAL EXPERIENCE

Noodee.ai   Ann Arbor, MI
UX Researcher and Designer   Aug 2024 – Dec 2024
- Conducted user research, including 10+ interviews and 50+ surveys, to uncover key insights from students and content creators, shaping the structure of a GenAI learning platform designed to enhance knowledge acquisition and creative workflows
- Integrated interactive Figma wireframes into Noodee.ai, enhancing usability and engagement through advanced search prompts, idea wall, and mind-mapping tools

PKI Corporation   Seoul, South Korea
UX Researcher   May 2024 – Aug 2024
- Managed end-to-end UX redesign of PKI Corporation's website, incorporating heuristic evaluation and competitive analysis to optimize usability and align with market needs
- Coordinated between internal teams and an external design agency, utilizing research findings from employee interviews to guide and refine project deliverables

University of Michigan Library Finding Aids   Ann Arbor, MI
UX Researcher   January 2024 – May 2024
- Spearheaded the usability assessment of the University of Michigan Library Finding Aids website, identifying user pain points and opportunities for enhancing new user integration through user interviews, surveys, heuristic evaluation, and usability testing
- Composed comprehensive analytical reports of each employed research method and presented findings and recommendations to stakeholders on a weekly basis to inform design decisions and strategic directions

PROJECT EXPERIENCE

City of Dearborn   Dearborn, MI
UX Designer and Researcher   August 2024 – December 2024
- Developed the Smart Kiosk system, conducting comprehensive user research, including interviews, case studies, and competitive analysis, to identify barriers to civic engagement and inform its design
- Designed the entire platform and user interface for interactive digital kiosk components via Figma
- Pitched the project idea, presenting findings and design prototypes to Dearborn government officials at the CID exposition

Co-House   Ann Arbor, MI
UX Designer and Researcher   August 2023 – December 2023
- Developed "Co-House", a hi-fidelity household task distribution website, utilizing multi-level wireframes and prototypes created via Figma
- Implemented an interactive UX design process involving usability testing, stakeholder interviews, and persona development, resulting in significant tool enhancements, such as a streamlined dashboard with portrait task view