

# Stanley Chung

## human interaction coordinator

- background · **Industrial Design, User Interface Design, and Cognitive Science**
- experience · **Samsung Electronics** (mobile and appliances) and **Realtime Worlds** (game development)
- skill · **Designing user interfaces for gaming/mobile applications and electronic appliances**  
**Envisioning large-scale usability improvement and leading a team to achieve it**  
**Computer graphics** (PhotoShop, Illustrator, Flash, Premiere, CorelDraw, etc.)  
**Programming for web** (HTML, CSS, JavaScript, VB Script) and **applications** (Visual Basic)  
**Hardware prototyping using sensors/actuators** (Phidget, ActionScript, Visual Basic)
- communication · **Fluent in English and Korean**

### Personal Profile

I'm a passionate and highly experienced Usability Expert, fluent in graphical representation and software development, with a profound understanding of enjoyable user experience. I've spent many years in managerial roles for leading international companies, organizing a great number of projects to create effective user interfaces; negotiating optimal solutions under technical constraints as well as inspiring the whole organization with the bigger picture of user experience. With my knowledge of usability and the way it impacts customer satisfaction, industry competitiveness, and ultimately profitability, I am currently seeking a position as a senior member of a decent user experience team.

### Professional Experience

More than 10 years of usability engineering and UI design experience in United Kingdom and South Korea, including:

- ✓ **UX Consultant** (Oct – Dec 2010; as Freelancer) for AKQA London, UK office of the international design agency. Contributed for an interesting project of the leading sports brand with noble interaction concepts by delivering:
  - UI Specifications for the whole scope of product features.
  - Interaction Design Guideline to support seamless implementation.
  - Interactive Prototype to prove the concept of new interaction methods and its usability.
- ✓ **Lead UX Designer** (2008-2010) for Realtime Worlds, one of Scotland's foremost game development studios. Managed a team dedicated to user experience (UX) design, with 1 to 3 staff members. The team delivered:
  - UI Specifications for various modules and services, to define and communicate their structure and detailed layout to both development and executive stakeholders.
  - Interactive Prototypes to refine the suggested UI designs and prove their usability before full implementation.
  - Usability Evaluation Sessions for implemented prototypes and final products; designed and organized internally with fresh-eye employees, or externally with the potential customers.
  - Usability Reports based on Usability Evaluations and customer feedback via questionnaires and forum.
 The iterative effort of the team contributed to two major Realtime Worlds projects: MyWorld, a highly original mass-market online service involving architectural customization of the real world and casual gaming in it; and APB, an action-packed MMO shooter game in persistent world with cutting-edge customization capability.
- ✓ **Manager and Senior UI Designer** (2007) for Corporate Design Centre, Samsung Electronics. Played a leading role in advocating company-wide usability improvement within Samsung, and developed:
  - Standard UI Design Processes to clarify the roles and responsibilities of internal stakeholders at each development phase, such as product planners, marketers, engineers, as well as designers.

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### Professional Experience (continued)

- Customized Software Toolkit to design, document, and share UI designs. The toolkit was specially designed and implemented to improve the productivity of the design process and collaboration with development. Designed and implemented interactive prototypes for digital appliances, particularly mobile phones and TVs, as a senior UI designer. Also managed UCD Lab, a central facility for usability evaluation, and applied new processes to great success.
- ✓ **UI Designer and HCI Researcher** (1999-2006) for SAIT, the central research institute of Samsung Electronics. Improved the usability of advanced HCI technologies, such as speech recognition and synthesis, image processing, bio signal analysis, and robotic appliances. Developed many techniques to refine user interface, filling the gap between human perception and technologies. Findings were published as Design Guidelines for the whole company.
  - Patented some (15) of the developed techniques such as: efficient ways to activate speech recognition and choose options, provide multimodal information for speech synthesis, detect user context from various sensors in mobile device, use bio-signals for user-preferred video clips, and so on. Named as the first inventor in 9 cases.
- ✓ **Freelance Web Designer/developer** (1996-1999) for various national research institutes in Korea. Ran a successful web studio, with both graphic design and web development skills.
  - Built and web-mastered 10+ websites, including those of KRISS and SATREC, Korea's foremost research centers. I have kept up-to-date with web development trends ever since.

### Other Professional Contribution

- ✓ Have run a blog on UI technologies and new interaction ideas since 2005. ([interaction.tistory.com](http://interaction.tistory.com))
- ✓ Translated <**Mental Models: Aligning Design Strategy with Human Behavior**> by Indi Young into Korean (published at November 2009)
- ✓ Translating <**Web Anatomy: Interaction Design Frameworks that Work**> by Robert Hoekman Jr. and Jared Spool into Korean (to be published in 2011)

### Portfolio

Available for download at [interaction.tistory.com/146](http://interaction.tistory.com/146).

### Education

**Master of Science** in Industrial Design, August 1999, KAIST, South Korea

(KAIST is the 7<sup>th</sup> best university in Asia on overall subjects, and the 24<sup>st</sup> in the world on technology and engineering.)

### Contact

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