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SOL
CHOI

Researcher and
Product Designer

EDUCATION

Master of Entertainment Technology | 2022 - Present | Pittsburgh, USA

Carnegie Mellon University, Entertainment Technology Center

Bachelor of Science | 2016 - 2022 | Seoul, Korea

Yonsei University

- B.S. Interaction and Information Design
- B.S. Food Science and Nutrition
- Interaction Design and Capstone Project TA

SKILLS

Research

Persona, User Journey, Participatory Workshop, Atlas.ti, Affinity Diagram, Python, In-depth Interview, Questionnaire, A/B Test, one-way ANOVA, Paired t-test, Text Mining, NLP, Sentiment Analysis, Observation, Diary Studies

Design

Figma, Framer, Miro, Mural, AfterEffects, Premiere Pro, Cinema 4D, Illustrator, Photoshop, Rhino, Tableau, CSS

Prototype

HTML, JavaScript, Arduino, Backened (Django, React), 3D Printer, Laser Cutter, MIDI Systems, Audition, Foley

PUBLICATIONS

1. **E. Choi**, Y. Kang. A Multi-Sensorial Interface to Engage Public to Try New Healthy Foods. *In Interactive, Mobile, Wearable and Ubiquitous Technologies (IMWUT).* February 2023 (provisionally accepted)
2. S. Kwon, **E. Choi,** M. Kim, S. Hwang, D. Kim, and Y. Kang. What Happens to My Instagram Account After I Die? Re-imagining Social Media as a Commemorative Space for Remembrance and Recovery, *In IFIP Conference on Human-Computer Interaction INTERACT, pp.449-467, Springer, Cham,* August, 2021
3. G. Lee, S. Kim, **E. Choi**, and Y. Kang. Brainstorming With an AI chatbot: Does Its Personality Matter Among Extraverted and Introverted Co-workers?, *In International Journal of Human-Computer Interaction.* October, 2021 (provisionally accepted)
4. J. Kim, **E. Choi**, S. Yoon. Y. Lee, and D. Kim. BEHIND CHICKEN RATINGS: An Exploratory Analysis of Yogiyo Reviews Through Text Mining, *In Korea Contents Association.* October, 2021

EXPERIENCE

August 2022 - Present | Pittsburgh, USA | Entertainment Technology Center

Sound Designer/ Producer

- Constructed a user-flow map for five VR games each in a two-week span of time
- Designed a game pipeline for programmers, artists and sound designers
- Designed sound journeys and foley sounds suited for games
- User-tested the hedonics of the game based on self-constructed game hedonics questionnaire on the public

January 2021 - Present | Seoul, Korea | Design for Experience Lab

Research Lead

- Refined research goals to test and explore the use of VR in UX research compared to traditional UX methods
- Prototyped the VR and control environments
- Designed research experiment and scenarios
- Tested the environment and analyzed results quantitatively and qualitatively

January 2022 - March 2022 | Incheon, Korea | Makerspace Yonsei

UX Designer

- Explored and analyzed the behaviors of chefs using kitchen space to designed a shared kitchen layout
- Conducted In-depth Interviews and diary studies with chefs and restaurant owners
- Extracted results and mapped their cooking space

August 2019 - December 2021 | Monterrey, Mexico | Makeupfood

Product Designer/ Sales Agent

- Ideated and created the brand Makeupfood
- Received funding from Korean government to commercialize the use of Millennial grass, a local skincare plant
- Designed and prototyped the product
- Tested design to the public and designed the UI of website
- Won contract and launched it in 340 stores in Mexico