

# Go-Un Shin

Human-centred Designer & Researcher

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## Profile

A human-centred designer passionate about creating *purposeful* and *contextual* designs that deliver *meaningful* user experiences and the transformative impact of good design on society and users. With a broad skill set, I create robust products that meet the needs of both businesses and users, going beyond what is visible on the surface.

## Skills

### UX research & analysis

- Generative & Evaluative UX Research
- Data Analysis & Synthesis

### Technical skills

- Web/App programming
- Responsive web design
- Web Accessibility
- Data visualization

### Design

- Wireframing & Prototyping
- Design System

## Work Experience

### UX designer Jul '22– Jun '23

Recruitment division at Access Group

#### Responsibilities

- Collaborated with a product manager, business analysts and an engineering team for a B2B SaaS product.
- UX review, Wireframing, prototyping and user interface design
- While serving at the company, my technical understanding of web development helped me to identify the root causes of the UX issues related to third-party dependency on the system and customer queries
- user interviews (including internal and external stakeholders) were conducted to make informed design decisions.

### UI designer Sep '21– Jun '22

Freelancer

#### Responsibilities

- Collaborated with a product manager for the existing web application.
- Took the initiative to create a comprehensive design library, ensuring a cohesive and consistent brand and user experience to support business expansion.
- Designed intuitive and seamless user journeys and interfaces to improve onboarding for busy doctors.

### Designer Sep '03– Jul '14

Various companies, from design agencies to corporations in Seoul, Korea

#### Responsibilities

The creation of various commercial websites for BC card, SK Telecom as part of a team, and many small business websites

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## Education

### Human-Computer Interaction Design MSc City, University of London

Graduated with Merit.

Gained multidisciplinary expertise in HCI, from facilitating research design to developing interactive systems based on an understanding of human cognition.

### Industrial and Product Design HND Kyung Bok University

Developing a wide range of empirical skill sets in industrial design, such as web design, photography and CAD

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## Activities

### User Researcher & Designer Completed with High Merit (69)

HCID Dissertation: “Designing human-centred affective visualization in mobile health applications”

#### UX Research Objective

To develop an innovative solution both for affective visualization, which is still a nascent field, and mHealth applications, which struggle with the ongoing low retention rate

### **UX Research Methods**

- Grounded in qualitative research, including generative and experimental studies, to identify user needs and explore cognitive and affective dimensions of visualizations in mobile apps
- Descriptive statistics with a confidence interval were also used, considering the purpose of the study

### **UX Research outcomes**

- The affective visualization guidelines to enhance users' motivation and engagement were laid out successfully and contributed to defining what direction affective visualization could take
- High-level cognitive processes, namely, motivation and engagement, had not been explored in visualization and mHealth applications before. Therefore, this research marked the first evidence-based framework for mHealth app

### **EuroVis 2025 Poster Presentation** June 25, Luxembourg

#### [Poster abstract](#)

Presented my research to a diverse audience of students, professionals, and academics at the best Visualization conference in Europe. Several related studies on emotional design across different fields were also discussed. Overall, it was an inspiring and intellectually stimulating experience that offered valuable insights and opportunities to learn from others.