

# Kate Sangwon Lee

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## SUMMARY

**Professional Human-Computer Interaction (HCI) and User Experience (UX) Researcher and Lecturer** with 10+ years of working experience in global technology companies. Exceptional academic background with 3+ years of teaching experience. Outstanding communication skills with fluency in English and Korean.

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## RESEARCH INTERESTS

Human-Computer Interaction, Social Media, User Experience, User Interface, Ethical Design

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## ACADEMIC QUALIFICATIONS

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| 2022 | <b>Ph.D. in Interaction Design and HCI</b><br>The Hong Kong Polytechnic University, School of Design |
| 2008 | <b>M.S. in Culture Technology</b><br>KAIST (Korea Advanced Institute of Science and Technology)      |
| 2006 | <b>B.F.A. in Industrial Design, B.B.A. in Business Administration</b><br>Seoul National University   |

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## EMPLOYMENT RECORDS

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| May 2022 - present | <b>Postdoctoral Research Fellow</b> , Division of Industrial Design, College of Design and Engineering (CDE), NUS                      |
| 2018 – 2021        | <b>Instructor</b> , School of Design, The Hong Kong Polytechnic University, (fully funded by University Grants Committee of Hong Kong) |
| 2014 – 2018        | <b>Product Manager</b> , SK Telecom  |
| 2008 - 2014        | <b>UX Designer and Researcher</b> , Naver  |

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## PUBLICATIONS

### A. Peer-reviewed Journal Articles

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| A1 | <b>Lee, K. S.</b> & Wei, H. (under review). (2022). Factors of Ethics and Responsibility in Social Media: A Systematic Review of Literature and Expert Review of Guiding Principles. <i>Journal of Media Ethics</i> .   |
| A2 | <b>Lee, K. S.</b> & Wei, H. (2020). Social Media as Heterotopia: Applying Foucault's Concept of Heterotopia to Analyze Interventions in Social as a Networked Public. <i>Archives of Design Research</i> , 33(2), 5-16. |
| A3 | Wan, C. K., <b>Lee, K. S.</b> , Leung, D., & Park, S. (2019). Using Design Thinking as an Educational Tool for Conceptualizing Future Smart Hotel Guest Experiences. <i>E-review of Tourism Research</i> , 17(3).       |

- A4 **Lee, K. S., Han, S. K., & Yi, S. S. (2009).** Study on Developing an Instrument for Measuring User Satisfaction with Web 2.0 Services-with Emphasis on Blogs and S.N.S. *Journal of Korean Society of Design Science*, 22(3), 229-238.

### **B. Peer-reviewed Conference Papers**

- B1 **Lee, K. S. & Wei, H. (in press).** (2021). Developing Responsible Algorithmic Curation Features in Social Media through Participatory Design. IASDR 2021.
- B2 **Lee, K. S. & Wei, H. (in press).** (2021). Designing Metaverse Platforms for Participatory Culture: What We Can Learn from B.T.S. in Metaverse and K-pop Fandom. IASDR 2021.
- B3 **Lee, K. S. (2019).** Explicit Disaster Response Features in Social Media: Safety Check and Community Help Usage on Facebook during Typhoon Mangkhut. In *Proceedings of the 21st International Conference on Human-Computer Interaction with Mobile Devices and Services (MobileHCI' 19)*. Association for Computing Machinery, Article 29, 1–12. (Acceptance rate: 26.4%)
- B4 **Lee, K. S. & Wei, H. (2019).** Design Interventions against Trolling in Social Media: A Classification of Current Strategies Based on Behavior Change Theories. in *proceedings of The International Association of Societies of Design Research*.
- B5 **Lee, K. S., Lee, S., & Kim, H. (2014).** Quick and participatory: adopting users' designs to improve a mobile app. In *CHI'14 Extended Abstracts on Human Factors in Computing Systems* (pp. 869-872). (Acceptance rate: 23%)
- B6 **M Kim, S Park, & Lee, K. S. (2007).** A Study on the Relationship of the Moving Rate of Product Images in Internet Shopping mall with Price Positioning and Offline Store Image Association. *KHCI 2007: HCI Korea Conference*.

### **C. Editorship**

- C1 **UX Note vol. 1-5 | Chief editor, Publisher: Naver, Year: 2013-2014**  
 Vol. 1. User research methods that can quickly read users' mind  
 Vol. 2. Exploration UX in mobile phone settings  
 Vol. 3. Photo creation and sharing experience with mobile devices  
 Vol. 4. User experience in the multi-screen era  
 Vol. 5. New user experience in mobile devices

## **TEACHING EXPERIENCE**

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### **A. Instructor and Lecturer**

#### **The Hong Kong Polytechnic University**

- A1 Communication Design 2 (SD1205, Undergraduate), Fall 2020
- A2 Studio I - Information and Communication (SD4761, Undergraduate), Fall 2018, Fall 2019
- A3 Studio II - Networks and Communities (SD4762, Undergraduate), Spring 2019, Spring 2020
- A4 User Experience Design (SD3767, Undergraduate), Spring 2019, Spring 2020
- A5 Graduate Studio Workshop I (SD5527, Master), Fall 2018, Fall 2019, Fall 2020
- A6 Interface Design (SD3764, Undergraduate), Fall 2018

### **B. Research and Industry Mentoring**

- B1 Pamela Chau and Benson Liu (PolyU undergraduates), *"Developing an educational game against social media manipulation issues,"* Spring 2021

- B2 Hyunduck Cho (SK Telecom), “*Proposal of AI Speaker NUGU’s applications in hotel industry*,” Spring 2017
- B3 Minkyong Cho (Naver), “*Developing an online bookmark service by applying user journey map method*,” Winter 2009

### C. Invited Talks

- C1 *How to design a valuable product: Inclusive design and design thinking method*, Engineering Design & Innovation Centre, NUS, Spring 2022
- C2 *Shifting meaning of creativity: How we could extend the creative process to design thinking*, CNM (Communication and New Media), NUS, Spring 2022
- C3 *Social Media Campaign*, HKFYG (The Hong Kong Federation of Youth Groups), Spring 2020
- C4 *UX practice and career of UX designers*, Naver Connect, Fall 2014
- C5 *Naver UX Practice*, User Experience Lab, Seoul National University, Spring 2014

## PROFESSIONAL SERVICE

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### Conference Chair

- 2021 **Social Media Chair**, IASDR 2021 Conference

### Conference Reviewer

- 2022 The 14th ACM conference on Creativity & Cognition 2022
- 2021 IASDR 2021 Conference

### Workshop Organizer

- Dec 2021 IASDR Workshop on “Tackling Online Empathy Deficits: Exploration of New Methods with Humanities and Social Scientific Concepts” (Held virtually on Dec 5<sup>th</sup>, 2021)
- Jul 2019 Collaboration Workshop on “Think Tank of Smart Hotel Rooms” with School of Design and School of Hotel and Tourism Management, The Hong Kong Polytechnic University (Held on Jul 16<sup>th</sup>, 2019)

### International Agency

- 2005 **Translator**, UNESCO Korea

## UNIVERSITY SERVICE

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- 2019 - 2020 **Interviewer**, Undergraduate and Masters student application process, School of Design, The Hong Kong Polytechnic University
- 2019 - 2021 **Alumni Head**, Seoul National University Women Alumni in Hong Kong, Seoul National University

## PROFESSIONAL MEMBERSHIPS

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Interaction Design Association Hong Kong  
 Hong Kong Association of University Women (HKAUW)  
 Singapore HCI Group  
 Women in Technology in Singapore

## SCHOLARSHIPS

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- 2018 - 2021 **U.G.C. (University Grants Committee)-funded Research Postgraduate Studentship**, The Hong Kong Polytechnic University, fee waivers, and stipend for 3 years

2006 - 2008     **Culture Technology Scholarship,**  
KAIST, Full tuition scholarship, fee waivers, and stipend for 2 years

## **AWARDS**

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2009            **Best Idea Award,** Naver Collaborative Ideation Competition, Associated with Naver  
2008            **Gold Award,** Future Mobile Device Design Competition, KAIST

## **PRESS, EXHIBITION & PATENT**

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### **Press**

Jan 2008       **JoongAng Sunday,** “16 professors were moved by students ideas” (Korean),  
<https://news.joins.com/article/3009153>

### **Exhibition**

Oct 2020       **Hong Kong PolyU Design Degree Show,** “Designing interventions to induce socially  
responsible behavior in social media”  
Video: [https://youtu.be/FWiQp\\_O3jw](https://youtu.be/FWiQp_O3jw)

Dec 2005       **Seoul National University Industrial Design Graduation Exhibition,** “Developing a  
portable digital device for the blind”

### **Patent**

May 2016       **Apparatus and Computer-Readable Recording Medium with Program for Providing  
Sticker Information,** Patent issuer and number: kr 10-2015-0026642