SANGWOONG HWANG

PRINCIPAL UX DESIGNER

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ABOUT ME

I am an experienced designer who solves problems and creates new experiences through connections. In the consumer electronics industry, I have proposed innovative services experiences by integrating connected devices with cutting-edge technology. I am passionate about crafting experiences that positively impact people's lives through meaningful connections - specifically, storytelling.

EXPERIENCE

2020 - Present   **PRINCIPAL UX DESIGNER**

Global Marketing Office, Samsung Electronics

UX/CX Lead.
I led projects to help customers easily understand and use connected home experiences. I managed project members and communicated with development team and marketing team to collaborate. I contributed to increasing SmartThings subscribers and partnerships.

- SmartThings Explore (SmartThings App / Samsung.com Website)
- Connected Home Service Design (Family Care, Mindfulness)
- Accessibility Experience Operation (SmartThings TV Plugin)
- SmartThings UX/UI Standards Operation (iOS, Service Plugin, Smart View)

2012 - 2019   **SENIOR UX DESIGNER**

Design Corporate Center, Samsung Electronics

UX Lead.
I led or participated as an individual contributor in projects through cutting-edge technologies such as IoT, AI, VR, and Robotics. I contributed to launching new Bixby, SmartThings Air, and Energy services.

- Air, Energy, Elderly Care Service UX Design (SmartThings)
- Human Robot Interaction Design (Social Robot)
- Multimodal Interaction Design Research (VR)
- Voice Assistant Interaction Design (Bixby)
- B2B Education UX and Interaction Design (eBoard/Tablet/Mobile)

2005 - 2011   **UX DESIGNER**

Digital Media R&D Center, Samsung Electronics

Individual Contributor.
I participated as an individual contributor in various projects, including product and service convergence research, and UX infrastructure projects.

- Convergence User Research and UX Scenarios
- Tabletop Display UX Design and Prototyping
- UX Process & Usability Test Website Development
- Integrated TV UI Prototyping for Networked Devices

SPECIAL EXPERIENCES

2015.3 ~2016.2   **Delhi, India Regional Specialist**

Human Resource Development, Samsung

I was selected as a regional expert in a global talent development program, study local language and culture, and perform work training at the relevant corporation

2005.3 ~ 2005.6   **Adjunct Lecturer**

Architecture, Ansan University

I gave a lecture 'Understanding of Computer Graphics' Class about a brief concept of computer graphics and graphics software such as Adobe Photoshop, Illustration, 3D MAX.

2005.3 ~ 2005.6   **Sergeant**

KATUSA, Republic of Korea Army

I served as a KATUSA, which stands for Korean Augmentation to the United States Army, a system where Koreans fulfill their mandatory military service within a U.S. Army unit.

EUDUCATION

2003.3 ~ 2005.2   **Master of Science in Digital Media**

Korea Advanced Institute of Science and Technology

2002.3 ~ 2002.12   **Digital Media Design Fundamental Course**

International Design school for Advanced Studies, Hongik University

1995.3 ~ 2002.2   **Bachelor of Science in Computer Science and Electronic Engineering**

Hangdong Global University

SKILLS

Discover / Define

- Design Thinking
- User Research
- UX Strategy
- User Journey Map
- Persona Development
- User Scenario

Develop / Deliver

- Concept Ideation
- Multimodal Interaction
- Information Architecture
- Wireframing
- Prototyping
- Usability Evaluation

Design Tools

- MS Office (Word/Excel/PPT)
- Figma / Sketch / Protopie
- Adobe Photoshop / Illustrator
- Adobe Premier / After Effect

ACHIEVEMENTS

- Awarded at Far Eastern International Digital Architecture Design Competition 2003
  "Blurring Space"

- Awarded at Good Design Award Korea 2020
  "Home-Environment Control"

- Awarded at iF Design Award 2022
  "Routine Builder for Smart Home Automation"

PATENTS

- Content broadcast method and device adopting same
  US20220147305A1 (WO EP US KR, Published 2022-05-12)

- Electronic apparatus and method for operating same
  EP3567584B1 (WO EP US KR, Published 2022-03-02)

- Method and apparatus for managing data
  US8788544B2 (WO EP US KR, Published 2014-07-22)

- Method for sensing end of speech, and electronic apparatus implementing same
  EP3570275B1, (WO EP US CN KR AU, Published 2022-04-20)

- Mobile device and server exchanging information with mobile apparatus
  US9344841B2 (WO EP US CN JP, Published 2016-05-17)

- Mobile terminal apparatus, method, and server for sharing contents
  US8160607B2 (US KR, Published 2012-04-17)

- Display screen or portion thereof with graphical user interface
  USD771101S1 (US, Published 2016-11-08)

- Method, apparatus and system for providing shopping service using integrating shopping cart
  WO2013047996A1 (WO EP US CN JP KR BR IN RU, Published 2013-04-04)

- Method for providing a gui in which the connection relationships and the arrangement of devices are shown, and device adopting same
  EP2442218B1 (WO EP CN KR, Published 2017-08-30)

- Method for associating an onscreen keyboard with a displayed application window and display apparatus applying the same
  US9389783B2 (WO EP US CN JP KR, Published 2016-07-12)

- File storage state management, battery capacity management, and file reproduction management for client devices
  US9606600B2 (US KR, Published 2017-03-28)

- Method for providing a gui for searching for content, and device adopting same
  US20120079430A1 (WO KR , Published 2012-03-29)

- Display screen or portion thereof with graphical user interface
  USD771101S1 (US, Published 2016-11-08)

- Method for providing a user list and device adopting same
  EP2442219A4 (WO CN, Published 2016-04-20)

- Display screen or portion thereof with transitional graphical user interface
  USD910684S1 (US, Published 2021-02-16)

- Display screen or portion thereof with transitional graphical user interface
  USD917531S1 (US, Published 2021-04-27)

- Display screen or portion thereof with transitional graphical user interface
  USD910685S1 (US, Published 2021-02-16)

- Electronic device, mobile electronic device, and display device, which are controlled on basis of user gaze and input
  US10962785B2 (WO US, Published 2021-03-30)

- Display system for meeting room and control method thereof
  EP2494776A2 (WO EP US CN KR, Published 2012-09-05

- Apparatus and method for generating and retrieving location-tagged content in computing device
  WO2013047967A1 (WO CN KR, Published 2013-04-04)

- Method and device for searching contents
  US20100145948A1 (EP CN KR, Published 2010-06-10)

- Method and apparatus for non-hierarchical input of file attributes
  US20100077333A1 (Published 2010-03-25)

- Electronic device management method, and electronic device management system and host electronic device using the method
  US20100180209A1 (Published 2010-07-15)

- Method of generating search information and image apparatus using the same
  US20140136562A1 (US KR, Published 2014-05-15)

- Electronic device and content executing method using sight-line information thereof
  US11334152B2 (WO US KR, Published 2022-05-17)

- Method and apparatus for user interface in home network and electronic device and storage medium therefor
  US7774733B2 (US CN KR, Published 2010-08-10)

- Method for providing user information, and device adopting same
  EP2442269B1 (WO EP CN KR, Published 2017-08-30)

- Graphical user interface for monitor
  USD630225S1 (US, Published 2011-01-04)

- Graphical user interface for monitor
  USD630226S1 (US, Published 2011-01-04)

- Graphical user interface for monitor
  USD630227S1 (US, Published 2011-01-04)

THESIS

- Rethinking a Designers' Rule of Thumb: Influence of Information Seeking and Consumption Goads on Mobile Commerce Interface Design
  Sooa Hwang, Hyunah Park, Kyunghui Oh, Sangwoong Hwang, Jaewoo Joo
  (Journal of Theoretical and Applied Electronic Commerce Research (JTAER) 2020, MDPI)

- Natural interaction for media consumption in VR environment
  SH Choi, HJ Kim, SW Hwang, JY Lee (SIGGRAPH Asia 2017)

- Implementation of interactive surfaces in ubiquitous computing environment
  SW Hwang (M.S. Digital Media, KAIST, 2005)

- Land Rush: Implementing a Traditional game on a sensing surface
  S Hwang, Y Kim, C Yang, M Lee
  Proc of International Conference on Virtual Systems And Multimedia (VSMM 2004)

- Harmonics table: Audiovisual expression of group interaction on a sensing table
  S Hwang, H Park, C Yang, M Lee
  International Conference on Entertainment Computing, 553-558 (ICEC 2004)