

## CURRICULUM VITAE

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Professor

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### Areas of Specialization

- User Experience and Designed Environments: Investigating user experiences within designed environments using self-reports, psycho-physiological measures, and high-fidelity simulations.
- Creative Problem-Solving and Communication: Exploring creative problem-solving and communication in human-computer interaction and design, considering individual and cultural differences.
- Emerging Technology in User Experience: Employing emerging technologies to assess emotional, cognitive, and behavioral responses to design elements in both physical and virtual environments.
- Immersive Technology-Driven Art: Designing immersive technology-driven interactive media art prototypes to create captivating spatial effects in indoor settings like workplaces, assisted living facilities, performance art sets, and healthcare environments.

### Education

Ph.D.	Information Science & Technologies, University of Missouri-Columbia. 2004 Dissertation: <i>Impact of Desktop Virtual Reality (VR) on System Usability: A Case Study of VR Integrated Design Support System.</i>
MA	Environmental Design, University of Missouri-Columbia. 1998 Thesis: <i>Reconstruction of Historical Architecture in 3D Animation</i>
MHE	Housing and Interior Design, Pusan National University, Korea. 1995 Thesis: <i>Visual Effects of Interior Color using Computer Graphics</i>
BHE	Housing and Interior Design, Pusan National University, Korea. 1993

### Appointments

2024-	Professor, Human Centered Design, Cornell University
2013-24	Associate Professor (tenured 2017), Human Centered Design (formerly Design+Environmental Analysis), Cornell University
2018-22	Director of Undergraduate Studies, Design+Environmental Analysis program, Dept. of Human Centered Design, Cornell University
2014-	Founder, DUX design consulting, LLC. Ithaca, New York
2012	Associate Professor, Dept. of Architectural Studies, Univ. of Missouri-Columbia (MU)
2005-11	Assistant Professor, Graduate Program Coordinator in Design with Digital Media, Dept. of Architectural Studies, Univ. of Missouri-Columbia (MU)
2001-04	Resident Assistant Professor, Dept. of Architectural Studies, MU
2000	Interface Designers, Center for Technology Innovations in Education, MU
1999-00	Visiting Professor, Information Design, School of Design, Univ. of Ulsan, Korea

1997-98	Designer/ CAD Administrator, Chinn & Associates, Inc., Architects, Columbia, Missouri
1996	Freelance Interior Designer, Busan, South Korea
1995-96	Assistant Architect, Ga-In Architects & Engineers, Inc., Busan, South Korea
1994	Interior Designer, Hae-In Environmental Design, Inc., Busan, South Korea

## Licenses & Certifications

- Certified Metaverse Expert. Blockchain Council. Certificate No. 54816167. 2022
- NCIDQ (National Council for Interior Design Qualification) Certificate No. 021944. 2006
- Excellence in Teaching Certificate, University of Missouri, 2001
- Korean National License for Interior Designers (93203030219N), 1993
- Korean National License for Engineer Architecture (93204030684P), 1993

## Honors and Awards

- EDRA CORE (Certificate of Research Excellence) award. (2018)
- Best Paper Award, Design Computing and Cognition Conference. (2018)
- Best Research Paper Award, Smart Tourism Congress CETT. (2016).
- Educator of the Year Award, International Interior Design Association (IIDA). (2014)
- Design Communication Association Drawing Exhibition, Juror's Choice Award. (2014)
- Gold Chalk Award for Excellence in Graduate Teaching, Univ. of Missouri system. (2011)
- Excellence in Teaching with Technology Award for Graduate Professional Excellence, Univ. of Missouri, Finalist. (2005, 2006, 2009)
- Research Enrichment & Dissemination Award, Interdisciplinary Center on Aging, Univ. of Missouri. (2007)
- Rotary International Ambassadorial Scholar. (1998)

## Publications

### Book Chapters

- Chung, S., Gray, W., & **Yoon, S.-Y.** (2024). Design R[e]volution: Rethinking People and the Built Environment, People and Spaces: Experiences, Ethics, and Intent, In Glass, T. & Graham, L. (Eds.), Routledge, ISBN 9781003004622
- **Yoon, S.-Y.** & Chung, S. (2016). *Exploring the 3C Workplace: For Connectedness, Collaboration and Creativity*. In Alan Hedge (Ed.), *Ergonomics Design for Healthy and Productive Workplaces*, CRC press. pp. 389-406.
- **Yoon, S.-Y.** & Wise, K. (2014). *Reading Emotion of Color Environments: Computer Simulations with Self-Reports and Physiological Signals*. In J. Watada, H. Shiizuka, K. Lee, T. Otani, & C.-P. Lim (Eds.), *Industrial Applications of Affective Engineering*, Springer. pp. 219-232.

### Books

- Yoon, S.-Y. (2007). *Exploring Usability of Web-based Virtual Reality Technology*. Berlin, Germany: VDM Verlag Dr. Mueller.
- Tofle, R., Schwarz, B., **Yoon, S.-Y.**, & Max-Royale, A. (2004). *Color in Health Care Environments: Coalition for Health Environments Research*.
- Yoon, S.-Y. (2001) *Designing Web pages for Non-Designers*, Ahn Graphics, Seoul, Korea, translated to Korean from original: *The Non-Designer's Web Book* by Robin Williams, John Tollett.

Refereed Articles [impact factor] †student or post-doc.

1. †Kim, W., Reed, J., and **Yoon, S.-Y.** (2026-in Revision). Enhancing consumer experiences in the digital era: Role of phygital retail in store evaluations and self-expansion. *International Journal of Retail & Distribution Management* [5.9] Q1 Business and International Management
2. †Kim, W., Perez, J. V., and **Yoon, S.-Y.** (2025). Exploring the Impact of Generative Art in Virtual Stores: A Metaverse Study on Consumer Perception and Approach Intention. *Journal of Retailing and Consumer Services* 88: 104542. [12.5] Q1 Management, Marketing
3. †Hu, L., Le, D., Yoon, S.-Y., & Shepley, M. (2024). Expert gaze behaviour in design evaluation: An eye-tracking study, *The Design Journal*, 1-24. [1.3] Q2 Arts and Humanities
4. †Lee, J., & **Yoon, S.-Y.** (2024). Moderating Effects of Individual Traits on the Association Between Nature and Patient Wait Experiences, *Health Environments Research & Design Journal (HERD)*, Jul;17(3) 19-38. [2.4] Q2 Critical Care and Intensive Care Medicine
5. †Lee, J., & **Yoon, S.-Y.** (2023). Nature and Patient Waiting: Mediating Effects of Anxiety and Perceived Wait Time on the Association Between Nature and Service Perception. *Journal of Environmental Psychology*, 91, 102-113. [7.65] Q1 Applied Psychology
6. Shin, J-Y, Chang, J., Kim, J., **Yoon, S.-Y.** & Kim, Y. (2023). An Investigation of the Impact of Virtual Reality on Alleviating Anxiety in Patients with Breast Cancer Undergoing Radiotherapy: A Randomized Controlled Trial. *International journal of radiation oncology, biology, physics*, 117(5), 1191–1199. [8.01] Q1 Cancer Research
7. †Nehme, B., Rodríguez, E. & **Yoon, S.-Y.** (2023). Assessing Spatial User Experience for Design Guidelines: A Comparative Study of Waiting Rooms with Conventional and Modern Features. *Health Environments Research & Design Journal (HERD)*, 16 (3). 83-103. [2.4] Q2 Critical Care and Intensive Care Medicine
8. †Sadeghi, S., Daziano, R., **Yoon, S.-Y.** & Anderson A. (2023). Affective experience in a virtual crowd regulates perceived travel time, *Virtual Reality*, 27(2), 1015-1061. [5.47] Q1 Computer Graphics & Computer-Aided design
9. †Sadeghi, S., Daziano, R., **Yoon, S.-Y.** & Anderson A. (2023). Crowding and perceived travel time in public transit: virtual reality compared with stated choice surveys, *Transportation Research Record: Journal of the Transportation Research Board*, 2677(5), 296-307. [2.02] Quartile n/a
10. †Lee, S. & **Yoon, S.-Y.** (2022). Effects of Gender and Personality on the Experience of Small Living Spaces: Ceiling Height and Floor Plan Shape in a Virtual Environment. *Frontiers in Virtual Reality*, 3, 1–11. [2.9] Quartile n/a
11. †Rossetti, T., **Yoon, S.-Y.** & Daziano, R. (2022). Social Distancing and Store Choice in Terms of a Pandemic. *Journal Retailing & Consumer Services*, 65:102860. [7.14] Q1 Marketing
12. †Nehme, B., Iribarra, D., Cumsille, P. & **Yoon, S.-Y.** (2021). Waiting Room Physical Environment and Outpatient Experience: The Spatial User Experience Model as Analytical Tool. *Journal of Interior Design*, 46(4), 27–48. [0.94] Q1 Visual Arts and Performing Arts
13. †Nehme, B., Rodríguez, E. & **Yoon, S.-Y.** (2020). Spatial User Experience: A Multidisciplinary Approach to Assessing Physical Settings. *Journal of Interior Design*, 45(3), 7-25. [0.94] Q1 Visual Arts and Performing Arts
14. Kim, H. & **Yoon, S.-Y.** (2020). How to Help Crowded Destinations: Tourist Anger vs. Sympathy and Role of Destination Social Responsibility. *Sustainability*, 12(6), 2358-2373. [3.89] Q1 Geography, Planning, and Development
15. †Baek, E., Choo, H., Wei, X. & **Yoon, S.-Y.** (2020). Understanding the virtual tours of retail stores: How can store brand experience promote visit intentions? *International Journal of Retail & Distribution*, 48(7), 649-666. [5.03] Q1 Business & Int. Management
16. †Lee, S. & **Yoon, S.-Y.** (2020). Exploring Augmented Reality for Mobile Learning: A Case Study with Children’s Readings on Sustainable Futures. *International Journal of Smart Technology and Learning*, 2(3), 151-165.

17. Kim, H., Yi, S., & **Yoon, S.-Y.** (2019). Exploring touch feedback display of virtual keyboards for reduced eye movements. *Displays*, 56, 38-48. [3.07] Q2 Electrical & Electronic Eng.
18. †Alvarez León, I., †Nehme, B. & **Yoon, S.-Y.** (2019). Identifying customer emotional responses towards guest-room design by using facial expression recognition in hotel's virtual and real environments. *Journal of Indonesian Tourism, Hospitality and Recreation*, 2(1), 104-118.
19. †Chandrasekera, T. & **Yoon, S.-Y.** (2018). Augmented reality, virtual reality and their effect on learning style in the creative design process. *Design and Technology Education an International Journal*, 23(1), 55-75.
20. †Chandrasekera, T. & **Yoon, S.-Y.** (2018). The Effect of Augmented and Virtual Reality Interfaces in the Creative Design Process. *International Journal of Virtual and Augmented Reality*, 2(1), 1- 13. [0.3]
21. †Jang, J., Baek, E., Choo, H. & **Yoon, S.-Y.** (2018). Store Design: Visual Complexity and Consumer Responses. *International Journal of Design*, 12(2), 105-118. [2.27] Q2 Computer Graphics & Computer-Aided Designs
22. †Jung, Y., Lee, Y., Kim, H. & **Yoon, S.-Y.** (2018). Preliminary evidence for the psycho-physiological effects of a technological atmosphere in e-commerce. *Science of Emotion and Sensibility*, 21 (1), 45-58
23. †Baek, E., Choo, H., Oh, H. & **Yoon, S.-Y.** (2017). How consumers “see” a visually warm store: Differences between affective and cognitive processors. *Journal of Consumer Behaviour*. 17(2), 149-160. [3.28] Q2 Applied Psychology
24. †Alawadhi, A. & **Yoon, S.-Y.** (2016). Shopping behavioral intentions contributed by store layout and perceived crowding: an exploratory study using computer walk-through simulation. *Journal of Interior Design*, 41(4), 29-46. [0.94] Q1 Visual Arts and Performing Arts
25. †Sadeghi, R. & **Yoon, S.-Y.** (2016). Effects of detail and navigability on size perception in Virtual Environments. *International Journal of Architectonic, Spatial, and Environmental Design*, 10(3), 17-26.
26. **Yoon, S.-Y.**, †Choi, Y. & Oh, H. (2015). User attributes in processing 3D VR-enabled showroom: gender, visual cognitive styles, and the sense of presence. *International Journal of Human Computer Studies*, 82, 1-10. [6.38] Q1 Education
27. †Chandrasekera, T., D'Souza, N. & **Yoon, S.-Y.** (2015). Virtual Environments with soundscapes: a study on immersion and spatial abilities with wayfinding tasks. *Environment and Planning B-Planning and Design*, 42, 1003-1019. [3.62] Not yet assigned quartile
28. Choo, H. & **Yoon, S.-Y.** (2015). Visual merchandising strategies for fashion retailers. *Journal of Global Fashion Marketing*, 6(1), 1 – 3. [2.24] Q1 Cultural Studies
29. †Chandrasekera, T. & **Yoon, S.-Y.** (2015). Adopting Augmented Reality in design communication. *The International Journal of Architectonic, Spatial, and Environmental Design*, 9(10), 1-14. [0.17] Q2 Visual Arts & Performing Arts
30. †Lee, H.-K., **Yoon, S.-Y.**, Lee, J., Kim, H., Kwon, H., Kang, H., Hur, H., Lee, M. & Jun, D. (2015). The effects of sale signs on consumer intentions to visit a store. *Journal of Global Fashion Marketing*, 6 (1), 20 - 32. [2.24] Q1 Cultural Studies
31. Choo, H., **Yoon, S.-Y.**, Jung, H., Jim, G., Shin, H., Kim, H., & Kim, H. (2015). An exploratory study on visual merchandising of an apparel store utilizing 3D technology. *Journal of Global Fashion Marketing*, 6(1), 33 - 46. [2.24] Q1 Cultural Studies
32. †Lin, Y.-F. & **Yoon, S.-Y.** (2014). Exploring the effects of lighting on consumer responses in a retail environment using 3D walk-through animation. *Archive of Design Research*, 2(28), 5-25. [SCOPUS indexed]
33. †Choi, Y., Yang, S. & **Yoon, S.-Y.** (2014). The effect on Korean consumers' brand preference, trust, purchase intention for donation amount information of luxury fashion brand. *Journal of Fashion Business*, 18(6), 19-37. [SCOPUS indexed]
34. †Alawadhi, A. & **Yoon, S.-Y.** (2014). Effects of store image on perceived product value. *International Journal of Design Management and Professional Practice*, 7(3), 31-52. [0.14] Q2 Visual Arts and Performing Arts

35. †Choi, Y. & **Yoon, S.-Y.** (2014). Neuroaesthetics: A review of the evidence on the importance of sensible design. *Science of Emotion and Sensibility*, 17(2), 45-54.
36. Hwang, J., **Yoon, S.-Y.** & Bendle, L. (2012). Desired privacy and the impact of crowding on customer emotions and approach-avoidance responses: Waiting in a Virtual Reality restaurant. *International Journal of Contemporary Hospitality Management*, 24(2), 224-250. [6.51] Q1 Tourism, Leisure, and Hospitality Management
37. Nam, K., **Yoon, S.-Y.** & Han, J. (2011). The present condition and character research of environmental-friendly interior design through the view of America's green buildings. *Journal of the Korean Society of Design Culture*, 16(3), 371-384.
38. †Lin, Y.-F. & **Yoon, S.-Y.** (2011). Exploring display lighting effects: a comparison of real and virtual experience. *Journal of Korean Living Science Research*, 31(1), 60-69.
39. **Yoon, S.-Y.** & Cho, J. (2011). Emotional responses to color environments: an experimental study on young and old adults using a semi-immersive Virtual Environment. *Journal of Korean Living Science Research*, 31(1), 49-58.
40. D'Souza, N., **Yoon, S.-Y.** & Islam, Z. (2011). Understanding design skills of the generation Y: an exploration through the VR-Kids project. *Design Studies*, 32(2), 180-209. [4.36] Q1 Architecture
41. †Cho, J. & **Yoon, S.-Y.** (2011). Different aesthetic impressions of building design between designers and laypersons. *Journal of Korean Living Science Research*, 21, 15-21.
42. **Yoon, S.-Y.**, Oh, H. & Cho, J. (2010). Understanding Furniture Choices using a 3D Virtual Showroom. *Journal of Interior Design*, 35(3), 33-50. [0.60]
43. **Yoon, S.-Y.**, Hwang, J. & Park, J. (2010). Affordable 3D VR technology for sensible design: an approach to designing an end-user oriented service space. *Journal of Korean Society for Emotion and Sensibility*, 13(1), 269-278.
44. **Yoon, S.-Y.** & Yoon, S.-H. (2010). Different experiences of a Virtual Reality interface for design review. *Design Principles and Practices: An International Journal*, 4(6), 313-331.
45. †Oprean, D. & **Yoon, S.-Y.** (2010). Experiencing the color environment: understanding user interaction with a Virtual Reality interface. *Journal of Korean Society for Emotion and Sensibility*, 13(4), 789-796.
46. Park, J.-A., Kim, S.-H. & **Yoon, S.-Y.** (2009). Elderly public housing in the U.S.: a study on the environmental conditions and resident needs, *Journal of the Korean Housing Association*. 20(5), 41-50.
47. Hwang, J. & **Yoon, S.-Y.** (2009). Where would you like to sit? Understanding customers' privacy-seeking tendencies and seating behaviors to create effective restaurant environments, *Journal of Foodservice Business Research*. 12(3), 219-223. [3.07] Q2 Food Science
48. Park, S. & **Yoon, S.-Y.** (2008). A study on the user evaluation for media forms of the Virtual Environment. *Korean Journal of Interior Design*, 17(5), 166-175. [0.94] Q1 Visual Arts and Performing Arts
49. **Yoon, S.-Y.**, Laffey, J. & Oh, H. (2008). Understanding usability and user experience of web-based 3d graphics technology. *International Journal of Human-Computer Interaction*, 24(3), 288-306. [4.92] Q1 Human Factors and Ergonomics
50. Oh, H., **Yoon, S.-Y.** & Shyu, C.-R. (2008). How can virtual reality reshape furniture retailing? *Clothing and Textile Research Journal*, 26(2), 143-163. [2.1] Q2 Business, Management, and Accounting
51. Shin, K.-J., **Yoon, S.-Y.** & Candy, C. (2006). South Korea and US interior designer's responsibilities, contract documents, and fee comparison. *Journal of Korean Living Science Research*, 26, 28-36.
52. Uddin, M. S., Islam, Z. & **Yoon, S.-Y.** (2005). People in digital space: simplified options of scaled figures in 3D animation. *Journal of the Design Communication Association*, 40-45.
53. \*Oh, H., \***Yoon, S.-Y.** & Hawley, J. (2004). What virtual reality can offer to the furniture industry? *Journal of Textile and Apparel, Technology and Management*, 3(1). Available at <http://www.tx.ncsu.edu/jtاتم/> (\*equally contributed). [0.37] Q4 Management of Technology and Innovation



54. Uddin, M. S. & **Yoon, S.-Y.** (2004). House X, Scheme G: From 3D Game Engine to Virtual Representation of Architecture. *Journal of the Design Communication Association*, 64-69.

*Referred Conference \*Full Papers & Proceedings / Presentations: <sup>†</sup>undergrad. <sup>‡</sup>grad student or postdoc*

1. <sup>†</sup>Turkar, N. & **Yoon, S.-Y.** (2025). *Resilient Spaces in Extreme Environments: A Framework for Habitat Design*, Interior Design Educators Council Annual Conference (IDEC) 2026. March 16-19 in Chicago, Illinois (accepted)
2. <sup>†</sup>Pearson, T. & **Yoon, S.-Y.** (2025). *Designing for Delight: Real vs. Fantasy Virtual Nature Aesthetics*, IDEC 2026. March 16-19 in Chicago, Illinois (accepted)
3. <sup>†</sup>Shu, Y. & **Yoon, S.-Y.** (2025). *Optimizing Compact Living: Adaptive Furniture and User Experience in VR*, IDEC 2026. March 16-19 in Chicago, Illinois (accepted)
4. <sup>†</sup>Shu, Y. & **Yoon, S.-Y.** (2025). *Reimagining Small Space Living: Adaptive Furniture Design for Enhanced Well-Being through VR Simulations*. Environmental Design Research Association Annual Conference (EDR 56). Halifax, Canada. May 27-30.
5. **Yoon, S.-Y.**, Du, R., Felver, J., Taylor, A. & Difede, J. (2025). *Fostering Emotional Openness in Virtual Restorative Environments: The Impact of Personality and Comfort with an AI Conversational Companion*, EDRA56. Halifax, Canada. May 27-30.
6. **Yoon, S.-Y.**, Rothenberg, S., Du, R., Felver, J., Taylor, A. & Difede, J. (2024, Dec. 12-13). *Applying the Tamagotchi Effect: A Game Theory Framework for Sustained Engagement in Emotion-Regulating Virtual Environments with a Self-Talk Companion*. Poster presented at the Immersive Media in Medicine Symposium. Cornell University, Ithaca, NY.
7. **Yoon, S.-Y.**, Rothenberg, S., Du, R., Felver, J., Taylor, A. & Difede, J. (2024, Dec. 12-13). *Fostering Emotional Openness in Virtual Restorative Environments – A pilot study*. Dec. 12-13. Immersive Media in Medicine Symposium. Poster presented at the Immersive Media in Medicine Symposium. Cornell University, Ithaca, NY.
8. **Yoon, S.-Y.**, Yoon, J. & Hao, Y. (2024). Enhancing Mental Well-Being through Virtual Space Design: A Pilot Study on Anxiety Reduction in Young Adults. EDRA 55. Portland, June 19-22.
9. <sup>†</sup>Kim, W.-B. & **Yoon, S.-Y.** (2024). The Role of Fantasy Atmosphere in the Metaverse: When Consumers Encounter Luxury Brands in the Virtual World. Interior Design Educators Council Annual Conference (IDEC). NYC. March 6-10.
10. **Yoon, S.-Y.** & <sup>†</sup>Shu, Y. (2024). Augmented Reality Insights for Window Design in Small Living Spaces: Exploring Preferences of Window Size and Placement for Perceived Comfort. IDEC. NYC. March 6-10.
11. **Yoon, S.-Y.**, Gray, W. & <sup>†</sup>Verdiguél, N. (2024). *Adapting to the New Normal: Effects of Workspace Environmental Quality Satisfaction on the Perceptions of Health and Organizational Support across Pre-COVID, Pandemic, and Post-Pandemic Eras*. IDEC. NYC. March 6-10.
12. <sup>†</sup>Verdiguél, N. & **Yoon, S.-Y.** (2023). *Phygital design and consumer brand attitude in luxury retail: exploring the roles of entertainment and usefulness*. International Association of Society of Design Research (IASDR Congress 2023), Milan, Italy, Oct. 9-13.
13. **Yoon, S.-Y.** & Gray, W. (2023). Effects of Work-from-Home Environments on Health and Job Performance: A Comparative Case Study of Knowledge Worker Experiences between Pre and during the COVID Pandemic. Environmental Design Research Association Annual Conference (EDR 54). Mexico City, June 20-23.
14. <sup>†</sup>Lee, S. & **Yoon, S.-Y.** (2023). Restorative Effects of Nature in a Virtual Environment on Creative Design Problem Solving Moderated by Individuals' Field Dependency. EDRA54. Mexico City, June 20-23.
15. <sup>†</sup>Lee, J. & **Yoon, S.-Y.**, (2023). Nature and Patient Wait Experience: The Moderating Role of Cognitive Thinking Style and Connectedness to Nature. EDRA54. Mexico City, June 20-23.

16. †Verdiguél, N. & **Yoon, S.-Y.** (2023). Exploring the Effect of Color in Biophilic Imagery on Restorativeness and Affect in Hospital Patient Rooms. EDRA54. Mexico City, June 20-23
17. †Morgan, S., †Kozin, K. & **Yoon, S.-Y.** (2023). *The Shopping Experience of the Future: Tapping into Customer Brand Experience in Technology-Enhanced Retail Environments*. Interior Design Educators Council Annual Conference (IDEC). Vancouver, Canada. March 8-11.
18. †Verdiguél, N. & **Yoon, S.-Y.** (2023). Exploring the Roles of Entertainment and Usefulness via Phyigital Design in Consumer Brand Attitude in Luxury Retail. IDEC. Vancouver, Canada. March 8-11.
19. †Perez, J. & **Yoon, S.-Y.** (2023). Tech-driven Immersive Art Experience and Brand Perception in Experiential Retail Design. IDEC. Vancouver, Canada. March 8-11.
20. †Law, M., †Lee, S., **Yoon, S.-Y.**, & Hoffman, G. (2022). *Comparing Physical Robots with Virtual Reality for Robot Design*. Int. Workshop on Designery Human-Robot Interaction, Reflecting on HRI practices through Annotated Portfolios of Robotic Artefacts, ACM/IEEE Int. Conference on Human-Robot Interaction. March 7.
21. **Yoon, S.-Y.** & †Zhang, M. (2022). Community-Engaged Learning and Co-Designing: Working with Local Artists for a Library Café. IDEC. March 1-4.
22. †Lee, S., & **Yoon, S.-Y.** (2022). Tiny Home Experiences using 3D VR Videos: Effects of gender and Personality on perception. IDEC. March 1-4.
23. †Lee, J. & **Yoon, S.-Y.** (2021). The Influence of Individual and Cultural Differences on Patients' Experiences with Biophilic Design. IDEC. March 1-4.
24. †Lee, S., Lee, J. & **Yoon, S.-Y.** (2021). Impacts of Ceiling Height and Spatial Depth on Small Space Experiences: A Case Study of Tiny Homes Using VR Simulation. May 19-23, Detroit & Virtual, EDRA.
25. \***Yoon, S.-Y.** & †Lee., J. (2021). It's Finally Time for Real-time Photorealistic 3D Rendering: Pilot Studios - Lessons Learned and Factors to Consider. DCA2020 (Design Communication Association) Atlanta, Georgia. Oct. 21-24.
26. †Lee., J. & **Yoon, S.-Y.** (2020). Positive Distractions with Biophilic Design in the ER Waiting Room: Empirical Study with Immersive VR Environments Using Self-Reports and Eye-Tracking. IAPS2020 (International Association People-Environment Studies), Quebec City (virtual), Canada, June 21-26.  
†He, N. & **Yoon, S.-Y.** (2020). *Indoor Vegetation Effects on Perception of Time, Crowding, and Airport Anxiety*. IAPS2020, Quebec City (virtual), Canada, June 21-26.
27. †Rasamoely, K., & **Yoon, S.-Y.** (2020). A User Test Study on How Virtual Reality can bridge Culturally sensitive gaps in Disaster Preparedness Training, IAPS2020, Quebec City (virtual), Canada, June 21-26.
28. †Lee, S., **Yoon, S.-Y.** (2020). Cozy vs. Claustrophobic: Understanding the Effects of Space Volume and Viewer Traits on Small Space Experience with Interactive Real-Scale Simulation using Immersive VR Technology. IAPS2020. Quebec Canada (Virtual), June 6.
29. †Lee, G. & **Yoon, S.-Y.** (2020). When 'being green' is frowned upon: Different messages consumers see in luxurious vs. budget hotel environments. IDEC2020, Tulsa, OK, March 4-7.
30. †Lee, J., Lee, H. & **Yoon, S.-Y.** (2020). Towards optimizing the spatial arrangement of patient rooms for minimum nurse travel distance in a hospital unit, virtual EDRA2020, Tempe, AZ., April 4-7.
31. †He, N. & **Yoon, S.-Y.** (2020). Impact of Biophilic Elements on Airport Anxiety: A Pilot Study on Perception of Time and Crowding in an Immersive Virtual Airport, virtual EDRA2020. Tempe, AZ., April 4-7.
32. †Rasamoely, K. & **Yoon, S.-Y.** (2020). Immersive Conditioning: How Virtual Reality CAN Bridge Culturally Sensitive Gaps in Disaster Preparedness Training, virtual ERA2020. Tempe, AZ., April 4-7.
33. \*\*Kaan, Z. & **Yoon, S.-Y.** (2019). *Understanding Customer Experience of Biophilic, Experiential Retail Design using Virtual Reality*, IASDR2019 (International Association of Societies of Design Research), Manchester, UK. Sept. 4.

34. <sup>†</sup>Herbstreit, B. & **Yoon, S.-Y.** (2019). Place-Making: Place Attachment Evaluation of Student Union Design Intervention Using Participatory Design, EDRA50.Brooklyn, NY. May 24.
35. <sup>\*\*</sup>Mock, T., Wang, Y., & **Yoon, S.-Y.** (2018). *Parametric Intention: Embodying a Thorough Design Ideology*, Design Communication Association Conference, Ithaca, NY. Oct. 10.
36. <sup>\*†</sup>Law, M., Bang, H., Selva, D., **Yoon, S.-Y.** & Hoffman, G. (2018). *Side-by-side Human-Computer Design using a Tangible User Interface*. Design Computing and Cognition 18, Milan, Italy. July 2-3 [Best paper award].
37. <sup>\*†</sup>Bang, H., Shi, Y., **Yoon, S.-Y.**, Hoffman, G., & Selva, D. (2018). *Exploring the Feature Space to Aid Learning in Design Space Exploration*. Design Computing and Cognition 18, Milan, Italy. July 2-3.
38. <sup>\*\*</sup>Shi, Y., Bang, H., Hoffman, G., Selva, D., & **Yoon, S.-Y.** (2018). *Cognitive style and field knowledge in complex design problem solving: A comparative case study of decision support systems*. Design Computing and Cognition 18, Milan, Italy. July 2-3.
39. <sup>†</sup>Herbstreit, B., & **Yoon, S.-Y.** (2018). Participatory Design as a Tool for User Experience Assessment and Spatial Programming: Evidence from a Student Activity Center. EDRA49 Oklahoma City, OK. June 6-9.
40. **Yoon, S.-Y.** & <sup>†</sup>Lee, S. (2018). Rhythmic Space: Sound Reactive Projection Mapping for interactive environments. IDEC Annual Conf., Boston, MA. March 7-10.
41. **Yoon, S.-Y.**, <sup>†</sup>Chung, S., & <sup>†</sup>Shi, Y. (2018). Well-designed for social well-being: A WELL certified office pre-post case study. IDEC, Boston, MA. March 7-10.
42. <sup>\*</sup>Mojtahedi, A., **Yoon, S.-Y.**, Hosseini, T., & Martinez, D. (2017). *Imaginative Data: Case study of work dynamics, 2017 Intersections between the academy and practice*, AIA-ACSA conference, Orlando, FL. April 26.
43. <sup>†</sup>Horst, J., & **Yoon, S.-Y.** (2017). Forced Perspective Signs as Wayfinding Aids: Testing the usability of theme park scenarios using virtual reality technology. EDRA47 Madison, WI. May 31-June 3.
44. <sup>†</sup>Han, S., & **Yoon, S.-Y.** (2017). *Collaborative Design Problem Solving in Different Seating Arrangements: Using Mixed Methods for Evaluating Student Perceptions and Performance*. EDRA47 Madison, WI. May 31-June 3.
45. <sup>†</sup>Akre, S., & **Yoon, S.-Y.** (2017). *Bringing Views of Nature into the Workplace: Can Artificial Windows Improve Worker Performance on Vigilance Tasks?* EDRA47 Madison, WI. May 31-June 3.
46. **Yoon, S.-Y.**, & <sup>†</sup>Shi, Y. (2017). Beyond the Noise: tackling the meaning of noise and speech privacy among knowledge workers in the open office environment. 2017 Interior Design Educators Council (IDEC) Annual Conf., Chicago, IL. March 8-12.
47. **Yoon, S.-Y.**, Min, K., & Chun, H. (2017). The Impact of Noise on Customer Emotions and Repatronage Intentions in a Food Service Environment: A field study of a popular restaurant in a college town. IDEC Annual Conf., Chicago, IL. March 8-12.
48. <sup>\*†</sup>Lee, S., & **Yoon, S.-Y.** (2016). Environmental Legibility and Wayfinding in Amorphous Spaces: A Comparison Study of Linear and Curvilinear Layouts in Virtual Environments. Design Communication Association (DCA) Biennial Conf., Bozeman, MT. Sept. 9.
49. **Yoon, S.-Y.** & <sup>†</sup>Akre, S. (2016). *Gender differences in psycho-physiological and affective responses to designed environments: a pilot study*, 7<sup>th</sup> International Conference on Applied Human Factors and Ergonomics (AHFE), Orlando, FL. July 30.
50. <sup>\*</sup>Jang, J., <sup>†</sup>Baek, E., **Yoon, S.-Y.** & Choo, H. (2016). *Understanding the affective response of consumers to the visual complexity of a fashion store: A psycho-physiological approach*, 7<sup>th</sup> International Conference on Applied Human Factors and Ergonomics (AHFE), Orlando, FL. July 30.
51. Oh, H., <sup>†</sup>Baek, E., Choo, H., **Yoon, S.-Y.** & Janiszewski, C. (2015). *How does lighting of stores interact with global versus local processing modes of shoppers in retail environments?* American Marketing Association and American Collegiate Retailing Association (AMA/ACRA) Conference, Coral Gables, FL. March 4-7.



52. **Yoon, S.-Y.**, Hedge, A., Danko, S., Ying, H., & Bigalow, L., (2015). *Forecasting performance of collaborative workplaces: case Studies to explore social sensing technology*, EDRA46 Los Angeles, CA. May 27-30.
53. <sup>†</sup>Chandrasekera, T. & **Yoon, S.-Y.** (2015). *The Effect of tangible user interfaces on cognitive load in the creative design process*. 2015 IEEE International Symposium on Mixed and Augmented Reality – Media, Art, Social Science, Humanities and Design, Fukuoka, Japan. Sept. 29-Oct.3. pp. 6-8.
54. Lee, Y.-R, Nam, K. & **Yoon, S.-Y.** (2015). Design characteristics of cultural spaces in traditional cultural areas using the concept of space marketing, EDRA 46, Los Angeles, CA. May 27-30.
55. <sup>†</sup>Chandrasekera, T. & **Yoon, S.-Y.** (2015). *Virtuality to reality: Furniture designing through digital prototyping*, IDEC Annual Conference, Fort Worth, TX. March 11-14.
56. Eune, J. Ono, K., Fu, Z., Kim, Y. & **Yoon, S.-Y.** (2015). *Workshop: Design approach for the development of metropolitan public transportation*, CHI 2015: Int. Computer-Human Interface Con., Seoul, Korea, April 18-23.
57. **Yoon, S.-Y.** & Park, N. (2015). Transforming the Visitor Center for Tourism in the Smartphone Era: Care study using a persona-based user-experience design approach, IDEC Annual Conf., Fort Worth, TX. March 11-14.
58. <sup>†</sup>Chandrasekera, T. & **Yoon, S.-Y.** (2015). *Understanding the effect of tangible user interfaces on design creativity*, 20<sup>th</sup> Annual Conf. on Computer Aided Architectural Design Research in Asia (CAADRIA), Global Plaza, Korea. May 20-23.
59. <sup>†</sup>Chandrasekera, T. & **Yoon, S.-Y.** (2014). *The effect of virtual reality and augmented reality in the design process*, DCA Biennial Conf., California Polytechnic State University, Atlanta, GA. Oct. 2.
60. <sup>†</sup>Chandrasekera, T. & **Yoon, S.-Y.** (2014). *Using augmented reality tools to enhance design creativity*, IDEC Annual Conf., New Orleans, LA. May 28-31.
61. Choi, Y. & **Yoon, S.-Y.** (2014). *Neuroaesthetics: A review of the evidence aimed at sensible design*, 2014 Korean Society of Consumer Studies, Seoul, Korea. May 10.
62. **Yoon, S.-Y.** (2014). *An Enjoyable Journey from Digital to Analog: From Digital Sketching to Watercolor Painting*, Creative Scholarship, IDEC Annual Conf., New Orleans, LA. March 7.
63. <sup>†</sup>Alawadhi, A. & **Yoon, S.-Y.** (2014). Display layout and perceived crowding: Examining the effects of interior design on customers' perception of crowding in a retail environment, 2014 IDEC Annual Conf., New Orleans LA. March 6-9.
64. <sup>†</sup>Lin, Y.-F. & **Yoon, S.-Y.** (2013). Enhancing Atmospheric Effects: Exploring the Effects of Display Lighting on Consumers' Psychological and Perceptual Reactions in a Retail Environment. EDRA 44. pp. 339. Providence RI, May 29-June 2.
65. <sup>\*</sup>Chandrasekera, T. & **Yoon, S.-Y.** (2013). An augmented reality-based spatially related navigation system for internal navigation of healthcare environments. EDRA 44. pp. 244-245. Providence RI, May 29-June 2.
66. <sup>\*</sup>Chandrasekera, T., D'Souza, N. & **Yoon, S.-Y.** (2013). *Soundscapes in immersive Virtual Environments*. Int. Symposium on Affective Engineering (ISAE2013). Fukuoka, Japan, pp. 341-350. March 6-8.
67. <sup>\*</sup>**Yoon, S.-Y.** & Kim, D. (2013). Experiencing Color Environments by Different Age Groups: Tapping into the Potentials of VR Simulation. ISAE2013. Fukuoka, Japan, pp. 193-198. March 6-8.
68. **Yoon, S.-Y.** & Wise, K. (2013). Reading the Mind and Body Responding to Color Environments: Computer Simulations with Self-Reports and Physiological Signals. IDEC Annual Conf., pp. 694-695. Indianapolis, IN. Feb. 17-19.
69. <sup>†</sup>Lin, Y.-F. & **Yoon, S.-Y.** (2013). *Exploring the Effects of Display Lighting in a Retail Environment*, IDEC Annual Conf., pp. 364-366, Indianapolis, IN. Feb. 17- 19.
70. <sup>†</sup>Chandrasekera, T., **Yoon, S.-Y.** & Balakrishnan, B. (2012). *Digital orthographic projections in architectural representation: Augmented Reality based Learning*, DCA Biannual Conf., Stillwater, OK. Oct. 21-24.

71. Balakrishnan, B., †Oprean, D. & **Yoon, S.-Y.** (2012). Analog to digital: affordable image based 3D modeling and motion capture for architectural design and evaluation, DCA Biannual Conf. Stillwater, OK. Oct. 21-24.
72. †Chandrasekera, T., **Yoon, S.-Y.** & D'Souza, N. (2011). *The Effect of soundscapes on immersive experience in virtual environments*, EDRA42, Chicago. May 27.
73. D'Souza, N., Balakrishnan, B., **Yoon, S.-Y.**, Chandrasekera, T. & Alawadhi, A. (2011). *Virtual environments – virtual behaviors*, symposium, EDRA42, Chicago. IL. May 28.
74. Hwang, J. & **Yoon, S.-Y.** (2010). *Impacts of crowding and desired privacy on customers' emotions and attitudes toward service: A case of waiting in a restaurant*, Int. Council on Hotel, Restaurant & Institutional Education(CHRIE) Conf., San Juan, Puerto Rico. July 28-31.
75. **Yoon, S.-Y.**, Wise, K., & Balakrishnan, B. (2010). Evaluating emotional effects of color environments: the case for computer simulations and psycho-physiological measure, EDRA41, Washington DC. June 6.
76. †Oprean, D. & **Yoon, S.-Y.** (2010). *Gaming or non-gaming: exploring interactive 3D design representation tools*, DCA Biannual Conf., Bozeman, MT. Sept. 8-11.
77. Cho, J. & **Yoon, S.-Y.** (2010). Aesthetics by laypersons and designers: understanding different views on public building designs using virtual reality technology, DCA Biannual Conf., Bozeman, MT. Sept. 8-11.
78. Cho, J., **Yoon, S.-Y.** & Nam, K. (2010). An Analysis on topics of sustainability during the past three years: reviewing trends from recent conference proceedings, IDEC Annual Conf., Atlanta, GA. March 29.
79. Wise, K., **Yoon, S.-Y.**, Balakrishnan, B., Alhabash, S. & Polivanaya, V. (2010). *Testing color theory: How different color combinations affect physiological and self-report measures of emotion*, Conf. of the Society for Psychophysiological Research (SPR). Portland, OR. Sept. 29-Oct. 3.
80. **Yoon, S.-Y.** & Yoon, S.-H. (2010). *Different experiences of a virtual reality interface for design review*, Int. Conf. on Design Principles and Practices. Chicago, IL. Feb. 13-15.
81. D'Souza, N., **Yoon, S.-Y.**, Balakrishnan, B. & Oprean, D. (2010). *The Environment behavior paradox in virtual environments*, symposium, EDRA41, Washington DC. June 6.
82. **Yoon, S.-Y.**, Tofle, R., Schwarz, B., Cho, J.Y. & Oprean, D. (2009). *Understanding the Meaning of Color Environments among the Elderly: A Virtual Environment Exploratory Study*, 19<sup>th</sup> Annual Conf.: Caring the Frail Elderly, Columbia, MO. Aug. 21-22.
83. **Yoon, S.-Y.**, Tofle, R., Schwarz, B., Cho, J.Y. & Oprean, D. (2009). *Revisiting Kobayashi's theory for color environments: cultural differences vs. universality*, EDRA40, Kansas City, MO. May 27-31.
84. Park, S., **Yoon, S.-Y.** & Hwang, J. (2009). Cross-cultural difference of privacy seeking behavior in the restaurant: American and Korean students, EDRA40, Kansas City, MO. May 27-31.
85. **Yoon, S.-Y.** & D'Souza, N. (2009). *Different visual cognitive styles, different problem-solving styles?* Int. Association of Societies of Design Research 2009, Seoul, Korea. Oct. 18-22.
86. **Yoon, S.-Y.**, Tofle, R., Schwarz, B., Oprean, D., & Cho, J.Y. (2009). Understanding the meaning of color environments: A virtual environment exploratory study, IDEC Annual Conf., St. Louis, MO. March 25-28.
87. **Yoon, S.-Y.**, Park, J., & Hwang J. (2009). *Utilizing virtual environments to advance evidence- based design in restaurant interiors*, IDEC Annual Conf., St. Louis, MO. March 25-28.
88. **Yoon, S.-Y.** & Cho, J. Y. (2009). Understanding Furniture Decision Making Process and Design Preference using Web-Based VR Technology, IDEC Annual Conf., St. Louis, MO. March 25-28.
89. \*Oh, H., **Yoon, S.-Y.**, & Weitz, B. (2007). *Virtual affordance of visual coordination in furniture online retail research in motion*. American Collegiate Retailing Association, NYC. Jan. 15.

90. †Hong, Y.-K., **Yoon, S.-Y.** & Tofle, R. (2007). Oriental and occidental color instruction: comparing US and South Korea undergraduate interior design education. DCA Biannual Conf., Muncie, IN. pp. 365-374.
91. \*Cho, J. Y. & **Yoon, S.-Y.** (2007). Students' interaction with different representation media in design studio: learning from students' perspective. DCA Biannual Conf., Muncie, IN. pp.123-134.
92. Shin, K.-J., **Yoon, S.-Y.** & Tofle, R. (2006). *Interior design accreditation: U.S., Canada & Korea*. 2006 Korean Institute of Interior Design Conf., Choonchun. Korea. June 29.
93. \***Yoon, S.-Y.** & Uddin, M. S. (2006). Viewer's perspective: A comparative evaluation of 3D and 2D graphics for design communication. DCA Biannual Conf., Bozeman, MT. pp. 271-284.
94. \*†Anandan, S., **Yoon, S.-Y.** & Uddin, S. (2006). *Architectural animation and cinematic interpretation*. 11th Int. Conf. on Computer Aided Architectural Design Research in Asia (CAADRIA), Kumamoto, Japan. pp. 197-202.
95. \***Yoon, S.-Y.** (2006). Usability in context: A framework for analyzing the impact of virtual reality in design evaluation context. 11th Int. CAADRIA, Kumamoto, Japan. pp. 371-377.
96. \*Simmons, K., **Yoon, S.-Y.** & Oh, H. (2005). *Collaborative capstone experiences*. Int. Textile & Apparel Association Conference (ITAA), Alexandria, VA. Nov. 1-6.
97. Oh, H. & **Yoon, S.-Y.** (2005). Application of 3-D virtual reality in testing consumer decision-making processes, ITAA, Portland, OR. Nov. 3.
98. \*Oh, H. & **Yoon, S.-Y.** (2005). Testing the 3D virtual reality integrated solution (VRIS) as a tool for understanding consumers' decision-making for furniture. Textile Institute 84th Annual World Conf. Raleigh, NC. March 20-25.
99. †Ibrahim, A., Uddin, M. S. & **Yoon, S.-Y.** (2004). *Mass and wall: The representation of ongoing change in relationship*. 22nd Conf. on Education in Computer Aided Architectural Design in Europe (eCAADe), Copenhagen, Denmark. pp. 239-247.
100. \***Yoon, S.-Y.**, †Tutar, M., & Uddin, M. S. (2004). Computer representation techniques for architectural analysis: A Comparison between game & web 3D environments. Int. CAADRIA, Seoul, Korea. pp. 601-609.
101. \*†Gonavaram, S. & **Yoon, S.-Y.** (2004). *Can technology enhance the design pedagogical experience?* Int. CAADRIA. pp.477-482.
102. \*†Tutar, M., Uddin, M. S. & **Yoon, S.-Y.** (2004). *People in digital space: simplified options of scaled figures in 3D animation*. DCA Biannual Conf., San Luis Obispo, CA. Vol. 1. pp.93-98.
103. Tofle, R., Schwarz, B., **Yoon, S.-Y.** & Max-Royale, A. (2003). Impact of color in health care environments: Knowledge-based or capricious? EDRA38, May 24.
104. \*Uddin, M. S. & **Yoon, S.-Y.** (2002). Peter Eisenman's House X, SchemeG: *3D game engine for portable virtual representation of architecture*. 20th Conf. eCAADe, Warsaw Poland, pp.526-531.
105. Choi, J. & **Yoon, S.-Y.** (2002). The use of the web in design process: potentials of component based 3D virtual models in architectural education. DCA Biannual Conf. Clemson University, South Carolina. Jan.3.
106. Gottdenker, J., Remidez, H., Hong, R., **Yoon, S.-Y.**, Amelung, C., Musser, D., & Laffey, J. M. (2002). *Introduction to the Shadow netWorkspace*. Proceedings of the Computer Support for Collaborative Learning. (pp. 527-528). Boulder, CO. Lawrence Erlbaum Associates. Hillsdale NJ
107. \*Hong, R., **Yoon, S.-Y.**, & Moore, J. (2002). *Designing an immersive 3D tour of a historical locale*, Association for Educational Communication & Technology (AECT), Dallas, TX. Nov.15.
108. **Yoon, S.-Y.**, Gottdenker J., & Hong R.-Y. (2001). *Introduction to Shadow netWorkspace*, Int. Conf. on Computers in Education (ICCE) Seoul, Korea. Nov.13.

- Innovative Teaching Idea (ITI) by Interior Design Educators Council (IDEC), *Group problem-solving with active learning: A holistic user-experience approach*. 2015 (invited for full paper after competition with abstract)
- What social sensing technology can do for workplace design, EDRA Connections pp. 8-9. May 12, 2016.

### Media Interviews and Articles

1. *Virtual Artwork Influences Online Shopping, New research finds generative AI artwork positively affects online shoppers* by Michele Quirk, [Psychology Today](#), Nov. 25, 2025
2. Generative Art Enhances Virtual Shopping Experience, Tom Flischman, [Cornell Chronicle](#), Oct. 13, 2025
3. *Are we there yet? Time slows down on a crowded train* by Jamea Dean, [Cornell Chronicle](#), Nov 29, 2022
4. *Your Perception Of Time Really Does Slow Down When You Are On A Crowded Train*, IFL Science, Nov.30, 2022--- and many more, e.g., International Business Times, Gigazine, Studyfinds, AARP, etc.
5. *In 3D Simulation, Shoppers prefer stores with more distancing* by Melaine Lefkowitz, [Cornell Chronicle](#), Aug 10, 2020.
6. IIDA (International Interior Design Association) educators' roundtable report. [www.IIDA.org](#) Jan. 12, 2017
7. School of Thought: Academics share their insights on how to prepare the next generation of designers by Louisa Fitzgerald, [Interiors+Sources](#), Sept. 1, 2016
8. ACM (Association for Computing Machinery) Communication News, Cornell Biennial Celebrates Nanotech as Art, by Anne Lu. Nov. 4. 2014
9. Art and nanotech converge in campus biennial, by Daniel Aloï, Cornell Chronicle. Sept. 11, 2014
10. IIDA Names So-Yeon Yoon 2014 Educator of the Year, by Holly O'Dell, Design news, Contract magazine. May 8, 2014.  
2014 IIDA educator of the year award has been featured in multiple media outlets including the main page of the International Interior Designers Association ([www.IIDA.org](#)) and Interior Educators Council ([www.IDEC.org](#)) websites, Contract Design magazine ([www.contractdesign.com](#))
11. ASID Foundation funds evidence-based research to improve workplace design for knowledge workers, ASID Transform Grants Winner announcement, ASID News, Jan. 28, 2014  
Transform Grant 2014: Cornell Takes Lead in Designing Connected, Collaborative and Creative Workplaces, ICON magazine, March 13, 2014
12. Pixel & Paint solo exhibition, Neolook online art exhibition announcements, [www.neolook.com](#), June. 2013
13. *The Modern Home*, featured in Elegant Living Magazine. Interviewed by Trish Muyco-Tobin. Fall 2009 issue. pp. 32-35.

### Presentations

#### Keynotes

1. Innovative Retail and Service Design, the 1<sup>st</sup> International Forum, Sept. 10, 2024
2. Immersive Media: New Opportunities for Designers, HCI KOREA 2020, June 3-6, 2020
3. *Fashion Store: Environment & Merchandising*- 2015 International Forum, Seoul National University, July 1, 2015
4. *Reading Emotions and Cognition in Designed Environments*, 1st International Forum of Sensory and Neuro Marketing, Korea Creative Content Agency, Seoul, Korea. Oct. 31. 2013
5. *Reading UX in Designed Environments*, Hongik University, International Design School for Advanced Studies (IDAS), Seoul, Korea. Oct. 30, 2013

6. *Interior Design and Design Research*, Dept. of Interior Design and Housing, Research Week, University of Ulsan, Nov. 20, 2012
7. *Engagement within Infrastructure*, Pusan National University, 2012 senior exhibition, Xi-Gallery, Pusan, Korea, Oct. 20, 2012

### *Invited Seminars and Lectures*

#### *[International]*

1. Designing Connection with Emerging Technology in Retail & Service Environments: Generative Art for Impactful UX, Pusan National University, July 10, 2024
2. Enhancing Emotional Readiness: Empowering the Elderly with Smart Home Technology, Pusan National University, Nov. 4, 2024
3. Preparing for Graduate and Postdoctoral Programs in the US, Seoul National University, July 24, 2024
4. Enhancing Emotional Readiness: Empowering the Elderly through Smart Home Technology, International AgeTech-Service Symposium, Kyung Hee University, Korea. Dec. 8, 2023
5. *Simulation-Based Design Research*, Nov. 11, Graduate Seminiar, DRL group & Architecture, University Minnesota-Twin City
6. Crafting Immersive Brand Experiences: Designing the Metaverse Environment for User Engagement, PhD Seminar, Hong Kong Polytechnic University School of Design, Hong Kong, Nov. 15, 2023
7. Designing Retail Spaces in the Metaverse: real-world metaphors in fantasy space: Brain Korea lecture, Hanyang University, Seoul, Korea, July 19, 2023
8. *Immersive Brand Experience: Designing Fashion Retail in the Metaverse*, Seoul National University, BK21 distinguished lecture series, Seoul, Korea, July 17-25, 2023
9. Envisioning Immersive Brand Experience in the Metaverse, Dongseo University, Busan, Korea, Jan 10. 2023
10. *Effects of work-from-home environments on health and job performance*, International WELL Building Institute, Jan. 17, NYC, 2023
11. [Why & How] Eye tracking for UX research, EY Design Studio, NYC, Jan. 17, 2023
12. *UX Design in the Metaverse*, Seoul Womans University, Aug. 9, 2022
13. *Space Design in the Metaverse*, Yonsei University, Aug. 4, 2022
14. *Immersive digital space in the Metaverse*, Workshop at AI content creator incubation, Korea Creative Content Agency, Korea's Ministry of Culture, Sports and Tourism, July 21, 2022
15. Workshop on K-12+ Embodied Learning through Virtual & Augmented Reality (KELVAR), IEEE-VR 2019 conference, Osaka. March 23. 2019
16. *Immersive Media for design and design research*, Yonsei University, special guest lecture, Seoul Korea, June 27. 2019
17. *Immersive Media for design and design research*, Korea Advanced Institute of Science and Technology, Daejun, Korea. Jun 5. 2019
18. *Active Learning: Engaging Students*, Kyung Hee University, Seoul, Korea. May 22. 2019
19. *Design in Immersive Media*, Hanyang University, Seoul Korea, June 11. 2019
20. *Brand Experience*, Ewha Women's University, Seoul, Korea May 15. 2019
21. Designing with Immersive Media: Enhancing Imagination, Experience and Exploration, Public Lecture Series, Jackey Club Innovation Tower, Hong Kong Polytechnic University, May 6, 2019
22. *Immersive Media for User Experience Design*, Pusan National University, Pusan, Korea, May 2, 2019
23. *Creating a Creative Workspace*, Dessert series, KIDP (Korea Institute of Design Promotion), Aug. 1, 2018
24. Future Directions in Interior Design Education, Feb. 25. Kyung Hee University, Seoul, Korea

25. Introducing Design+ Environmental Analysis, KAIST (korean advanced institute of science and technology), Korea. July 24. 2018
26. Measuring the Impact of Design: Evidence-based understandings of multi-dimensional user experience. Busan National University, Korea. July 16, 2018
27. *Academic Communication for International Audiences*, Invited lecture, Graduate programs of Architecture and Interior Design, Yonsei University, Korea. Jun. 26- July 6, 2017
28. 3C Design: Connected, Collaborative, and Creative Workplaces. NeoCon 2015, Chicago. June 16. 2015.
29. *Forecasting Performance of Workplaces: Case Studies using Social Sensing Technology*, International Contemporary Furniture Fair (ICFF), Jacob Javits Center, New York City, May 16. 2015.
30. *Synergistic Integration of Design, Science and Technology*, UNIST (Ulan National Institute of Science and Technology, April, 21. 2015.
31. *Overview: Data collection protocols for psychophysiology measures*, Visual Merchandizing Research Lab, Seoul National University, Jan. 8. 2015.
32. *Creativity and New Media*, Yonsei University, Seoul, Korea. Oct 29. 2013
33. *Creativity, Advanced Technology, and Environmental Design*, Techno-Humanities Atelier, [www.atelierth.net](http://www.atelierth.net), Seoul, Korea. Oct. 29. 2013
34. *Creativity, Technology and Environmental Design*, 2013 International Urban Media Design Workshop. Seoul National University, June 27, 2013
35. *New Media and Creativity in Interior Design*, the International Symposium on Creativity and New Media, Columbia, University of Missouri. April 19. 2013
36. *Introduction to Simulation Research*, Market Research Lab, Seoul National University, South Korea. Dec. 2012
37. *Digital Media for Interior Design*, Graduate Seminar, Yonsei University, Dec. 6, 2012
38. *Introduction to Simulation Research*, Seoul National University, Dec. 6, 2012
39. *Design Experience*, Handong University, Nov. 29, 2012
40. *Design with Digital Media*, Department of Architecture, Pusan National University, Nov. 16, 2012
41. User Experience Design and Interior Design, Seoul Women's University, Nov. 7, 2012
42. *Towards Integrated Design*, Yonsei University, Seoul, Korea, Oct. 11, 2010.
43. *Virtual Reality of Design*, Ulsan National Institute of Science and Technology, Ulsan, Korea. June 29, 2010.
44. *Development of 3D technology for Retail Marketing*, Fashion Technology Center Seminar, Seoul National University, Seoul, Korea. June 21, 2010.
45. *User Interface Design Workshop*, Brain Korea 21 Special Lecture Series, Pusan National University, Pusan, Korea. March 27, 2007.
46. Study Abroad: Preparing for Interior Design Graduate Programs in the US, Hanyang University, Seoul, Korea. May 19, 2006.
47. Digital Media for Interior Design Curriculum: Digital Media in Thesis Studio, Hanyang University, Seoul, Korea. May 18, 2006.

[National, on campus]

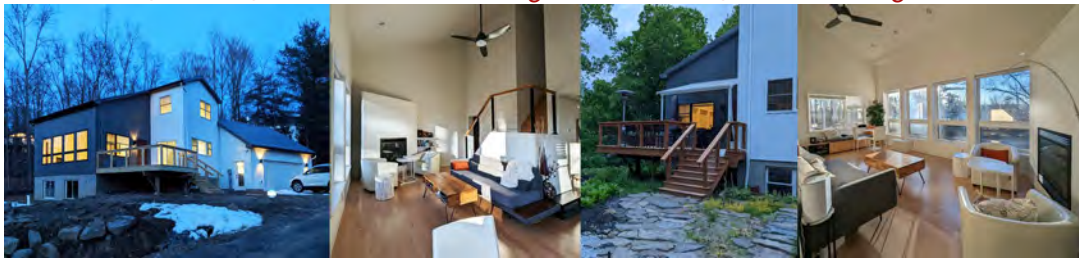
1. *Feng Shui Interior*, Rose House Café Talk series, April 20, 2025
2. *Crafting Visual Narratives: a UX approach*, Feb. 7, 2025 (invited annually since 2023)
3. Immersive Media for Architecture and Interior Design, Rose House Café Talk series, Jan. 31, 2024
4. *Techno Reengineering, Futurities, Uncertain*: Cornell Biennial Celebration Workshop, Sept. 17, 2022
5. *Space Design in the Metaverse*, Rose House Café talk series, Oct. 26, 2022



6. *VR & AR & Metaverse*, Rose House invited scholar seminar, Sept. 23, 2022
7. *Designing Prefab homes with confidence, using VR from the start*, XR@ Cornell Consortium, zoom, March 19, 2021
8. *Navigating a Virtual Maze & more*, Mixed Reality XR@Cornell Consortium, zoom. July 24, 2020
9. *STEM, Artificial Intelligence and Virtual Reality*, Newark Academy, Livingston, NJ, sponsored by Engaged Cornell. Nov. 1, 2019
10. *Design in Immersive Media*, Symposium 'Immersive Media in Medicine', Weill Cornell Medical School, Oct 24-25, 2019
11. *Seeing Labor through New Eyes: Technological Change at Work*, Cornell ILR, King Shaw Hall 423, Cornell University. Oct. 18, 2019
12. *Impact of Office Space and Design on Employees*, 2016 HR Innovations, ILR School Center for Advanced Human Resource Studies, Statler Hall, Cornell University, Oct. 6. 2016
13. *Designing with Digital Media: Enhancing Imagination, Experience & Exploration*, 2016 lecture series, College of Architecture & Environmental Design, Kent State University, Feb. 15. 2016
14. *Workshop: Digital Drawing*, Biannual Conference of Design Communication Association, Oct. 1, 2014.
15. *Workshop: Architectural Presentation Technique*, Biannual Conference of Design Communication Association, California Polytechnic State University. Jan.10, 2004

## Professional Design & Development Projects

### *Architecture/ interior/ custom furniture design, construction/detail drawings*



Modular-prefab hybrid house: 2,800sqf (Completed Nov. 2020) 213 North Sunset Drive, Ithaca, NY  
Architecture/ interior/ custom furniture design, construction/detail drawings



Barrier Free with Smart Assistive Technology, sustainable modular-prefab hybrid house: 4,156sqf (Completed June. 2021), Danah House. 110 Southwoods Drive, Ithaca NY

VR based patient education tool (patent applications filed at Korean Intellectual Property Office):

- *Lung cancer: Video-Assisted Thoracic Surgery Lobectomy*, Ajou University Hospital (7 min long)
- *Breast cancer: Radiation Therapy for Breast Cancer*, Yonsei Cancer Center (8 min long)



3D Computer simulation-based design for Columbia Farmers Market Pavilion. Columbia, MO. (2008)

Web design and development for Dept. of Electrical and Computer Engineering, MU. (2007)

Interior Design and Interactive Computer Simulation for Stricker Residence Project, Palm Springs, California (2006)

Web design and development for the Center for the Digital Globe, MU. (2006)

Web design and development for Dept. Textile and Apparel Management, MU. (2003)

Web design for Hyundai Heavy Industries Co., Ltd., Construction Equipment Division with VR equipment simulation and VR tour design (2000)

Web graphic interface design for Hyundai Heavy Industries Co., Ltd., Engine Division (2000)

## Exhibitions

### Refereed shows

1. *Threads of Light and Soundscapes: A Spatial Exhibition of Interactive Textiles and Projections*, 2023 Cornell Council of Arts, March 17-April 7, 2024.
2. *e-Motion, in a digital age, what is human?* Immersive projection arts for professional dance performance, The Cherry Arts, May 26- Jun4, 2023.
3. *Immersive Portraits of COVID: [Pause]*, 2022 Cornell Council of Arts Biennial, MVR Gallery, Sept. 13-30. 2022.
4. *2018 Design Communication Association Drawing Exhibition of selected works*, College of Human Ecology, Cornell University, Oct. 30-Nov. 15. 2018.
5. *NanoWhere* –Cornell Council of Arts Biennial, MVR Gallery, Sept. 18-30. 2014.



6. *2014 Design Communication Association Drawing Exhibition of selected works*, School of Architecture, Southern Polytechnic State University. Oct. 1-5. 2014.
7. Solo exhibition, Pixel & Paint, FanCo Gallery, Seoul National University, June 19-Aug.17.2013.



8. Yoon, S.-Y., Wilson, L., Yang, S., & Kim, S. Gallery Show: Beauty of Korean Hanbok and Hanoak. Rogers Gallery, MU. 2002.
9. Yoon, S.-Y., & Ha, Won, VR ART-No-Where. Invited by Openart, Korea. 2000.
10. Two-Person Exhibition (Yoon, S.-Y., & Ha, Won) VR ART-No-Where. Invited by Openart, Korea. 2000.
11. The First Korean Computer Graphics Competition Award Winners' Show. 1999.

#### Invited shows

1. Solo exhibition, *The Colors of Seoul*, The Flora Rose House dining hall, Cornell University, March 19-April 9, 2014
2. Solo exhibition, *An Enjoyable Journey from Analog to Digital*, Cornell DEA Gallery, Jan. 21-Feb. 16. 2014
3. Architectural Studies Faculty Exhibition, Architectural Studies, Rogers Gallery, MU. 2005.



4. International Faculty Exchange Exhibition: University of Ulsan, Korea | Kyushou University, Japan | Portland State University. 1999.
5. Invitational Solo Exhibition: Cyber Exhibition in Internet 3D ActiveWorlds. Invited by Hanaro Telecommunication & Hass Media, Korea. 1999.
6. Thesis Exhibition 'Design Communication,' Rogers Gallery, University of Missouri, Columbia, MO. 1998.

#### Grants

##### External

1. *Metaverse Environment for Emotion Regulation (MEER)*. NIH. PI, \$359,878 (2025)
2. Cultural and Individual Differences in Virtual Retail Therapy: Engagement and Emotion Regulation in Metaverse Experiences Across the US and Asia, 2024 Cornell-HKUST Global Strategic Collaboration Award, PI, \$5000 from Cornell University and HK\$29,000 from The Hong Kong University of Science and Technology (2025)
3. Shopper Engagement in a Retail Environment. Marketing Science Institute. PI, \$1,000 (2023)
4. *IWBI Employee Experience of Workplace*. International Well Building Institute. PI, \$11,571 (Dec. 2021-July 2023)
5. *Active transportation and the emotion-stress-health link: virtual reality for assessing perceptual responses by pedestrians and bicyclists to the built environment*. Center for Transportation, Environment, and Community Health (CTECH), US Dept. of Transportation, Co-PI, \$30,115\* / \$80,000 (Oct. 2019-Sept. 2022)
6. *Depolymerization of polyester from textile waste, separation and valorization of the depolymerized products and behavioral interventions to promote deconsumption*. NSF EFRI E3P Pre-proposal .48 months \$1,999,806. Co-PI [not funded]
7. *Collaborative Research: Human-Machine Collaboration for Design Space Exploration*. NSF Engineering Design and System Engineering (EDSE). Co-PI, \$116,003\* / \$372,022 (Sept. 2019-Aug. 2022)



8. *Entrepreneurship at the intersection of technology and design* (#21768-20), VentureWell Faculty Grant Feb 2021-Aug 2024, Co-PI, \$1,667\* / \$30,000 (2021-2024)
9. RAPID Choices under Short-Term Threats and Behavioral Response to Social Distancing in the COVID-19 Pandemic. NSF Social and Economic Sciences (SES). Co-PI, \$102,708 (Aug. 2020-July 2021)
10. Understanding the impacts of workplace intervention with the WELL Building Standard on employee experience moderated by perceived control and organizational support: A longitudinal study, American Society of Interior Designers (ASID). PI, \$2,524 (June 2019-June 2020)
11. Understanding the Impact of the WELL Building Standard™ on Employee Experience through Assessment of Perceived Control and Organizational Support. Delos Living LLC. PI, \$6,000, June 2019-July 2020
12. *Building a Universal platform for assessment of micro-climatic influences on thermal comfort and Health using a smart Heliodon*, SPARK (Scheme for Promotion of Academic and Research Collaboration, Government of India Initiative), Co-PI. 4740000 Indian Rupee (\$65,600) [not funded] 2019
13. Active transportation and the emotion-stress-health link: virtual reality for assessing perceptual responses by pedestrians and bicyclists to the built environment. Center for Transportation, Environment, and Community Health (CTECH), US Dept. of Transportation, Co-PI, \$68,224 (Oct. 2018-Dec. 2019)
14. 3C Design for Health and Wellness in Workplace Environments, Delos Living LLC. PI, \$24,000 (Mar. 2017-July 2019)
15. *Shopper Engagement in a Retail Environment*, Marketing Science Institute, Co-PI, \$4,000 (Oct. 2016-Oct. 2017)
16. *Improved Human-Computer Interaction for Design of Complex Systems*, NSF, Engineering and Systems Design (ESD). Co-PI, \$59,084\* / \$300,000 (Sept. 2016-Aug. 2018)
17. *Cross-Cultural Effects of Visual Merchandising in the Designed Fashion Retail Environment on Consumer Experience*, Global Research Network grant, National Research Foundation of Korea, Co-PI. \$63,364\* / \$227,000 (Sept. 2014- Aug. 2017).
18. *3C Design: Tools for Designing Connected, Collaborative, and Creative Workplace*, Transformation Grant Program, The American Society of Interior Designers (ASID) Foundation, PI. \$55,480 (Feb. 2014-May 2017)
19. *Blast Mitigation Architectural Barrier Design*, U.S. Air force Blast Mitigation Federal Grant, Co-PI, \$205,499 (2005-2006)
20. *Colors in Healthcare Environments*, Coalition for Health Environments Research Grant, Co-I, \$11,000 (2004)

#### Internal

1. *Personhood 2026*, an interactive projection-mapped immersive arts installation. Cornell Council of Arts, PI, \$5,000 (2025)
2. SPROUT proposal, entitled "Virtual Reality for Advanced Behavioral Modeling in Engineering Systems, with Ricardo Daziano (PI) \$20,000 (2025)
3. Tanni Fashion-Human Centered Design \$10,000
4. Engaged Cornell / HCD Curriculum Advancement Grant for DEA3301 Design User Experience with Technology Studio, \$1,500 (Fall, 2024)
5. Special Design Charette for Tanni Fashion Store. Sponsored by Tanni, Organizer, \$10,000 (2024)
6. Faculty Fellow in Engaged Learning 2024, Einhorn Center for Community Engagement, \$2,000 (2024)
7. Track2 NIH Grant Development Fellow Program, Cornell Center for Health Equity, \$10,000 (2024)

8. Engaged Cornell / HCD Curriculum Advancement Grant for DEA1150 Design Graphics & Visualization Studio, \$1,500 (Spring, 2024)
9. *Fostering Consumer Creativity in Metaverse Virtual Retail Spaces with Psychological Virtuality*. Cornell Center for Social Sciences' grant program, PI, \$7,000 (2023)
10. *Crafting Engaging and Restorative Environments: A Generative Art and Spatial Augmented Reality Workshop*, HCD department fund (Schaffer gift), \$5,500 (2023)
11. *Developing a Metaverse system with an AI avatar for positive self-talk and emotion-regulatory management for young adults*. 2023 Multi-Investigator Seed Grants Travel grant, PI, \$2,000 (2023)
12. *Developing a Metaverse system for motion-regulatory management for young adults*. 2023 NIH Grant Development Program, Cornell Center for Health Equity, PI, \$3,000 (2023)
13. *Threads of Light and Soundscapes: A Spatial Exhibition of Interactive Textiles and Projections*, 2023 Cornell Council of Arts, PI, \$2,500 (2023)
14. *Promoting Young Adults' Emotion Regulation through Personalized Metaverse System: Integrating Optimal Virtual Environments and Conversational Avatars*, Cornell Center for Health Equity, PI, \$30,000 (2023) [not funded]
15. *Pause: Immersive Portrait of COVID*. Cornell Council of the Arts, Biennale 2014 Grant, PI. \$5,000 (2022)
16. *Immersive Virtual Environments for the Study of Choices*. Cornell Engineering's SPROUT Award, Co-PI, \$65,000 (2023-2024) [not funded]
17. *Immersive Portraits of COVID: [Pause]*, 2022 Cornell Council of Arts, PI, \$4,975 (2022)
18. *Mann Café Branding/renovation project* in DEA3301 User Experience Design Studio, Community Engaged Teaching Grant, PI \$1,500 (2021)
19. DEA Community Engaged Teaching Grant, Smart Barrier Free House Design in DEA 5520 Virtual Experience of Designed Environments, PI \$1,500 (2020)
20. Interactive Apparel and VR for PTSD Treatment, Travel grant for Novel Technology Team Award, Weill Cornell Medicine Clinical & Translational Science Center, Co-PI, \$1,500
21. *Exploring the use of Virtual Reality and Interactive Clothing in Clinical Settings*. Letter of Intent: Seed Grant for Intercampus Collaborative Projects at Cornell University approved for Travel Grant for Intercampus travel to facilitate collaboration, Co-PI, \$1,500 (Jan.-April 2020)
22. Designing and Capturing User Experience in Immersive Virtual Environments, Engaged Cornell, \$2,000 (2019-2020)
23. Immersive discrete choice experiments for the analysis of time perceptions in crowded environments, Institute for the Social Sciences, Small grants, Co-PI. \$11,100 (Aug. 2019-Aug. 2020)
24. *DEA Engaged Learning from Local to Global*, Engaged Cornell Grant, Co-PI. \$60,000. (Aug. 2016-May. 2017)
25. The Impact of Noise and Perceived Crowding on Consumer Emotions and Re-patronage Intentions in a Food Service Context: An Exploratory Study in a Real and Virtual Restaurant, Institute for the Social Sciences, Small grants, PI. \$7,000 (Jan. 2016-May. 2017)
26. *Rethinking Studio*, Faculty Grant, Cornell Center for Teaching Excellence, PI. \$1,500 (Aug. 2013-Dec. 2013)
27. *Nano Where: Gas in Light Out*. Cornell Council of the Arts, Biennale 2014 Grant, Co-PI. \$5,000 (2013)
28. Capturing Cross-Cultural Emotions of Designed Environments: The Case for High-Fidelity 3D Simulations with Psycho-physiological Measures, A Seed Grant from the Mario Einaudi Center for International Studies, Cornell University, PI. \$9,000 (March 2013 – March 2014)
29. Developing a Large-scale Interactive Walkthrough: The Case for Gaming Engine-based VR Simulations of the Metabolic Kitchen, Seeding Interdisciplinary Research Collaboration (SIRC) Awards, PI. \$1,019 (2011)

30. Creative Convergence Network (CCN): International Symposium on Assessment and Facilitation of Creativity in New Media, Mizzou Advantage, Co-PI. \$17,870 (2011)
31. Enhancing Creativity among Design Students using a VRLE, Research Board Grant, MU, Co-PI, \$25,000 (2010-2011)
32. Virtual Reality Technology for Design Communication: User-Friendly and Affordable Applications to Boost Commerce in the Furniture Market, Missouri Agricultural Experiment Station, \$5,000 per year (2006-2011)
33. *Collaborative Design and Education: the CoDE environment for the iLab*, MU ITC Interdisciplinary Innovations Fund, MU, Co-PI, \$25,000 (2010-2011)
34. *Enhancing Creativity among Design Students using a Virtual Reality Learning Environment (VRLE)*, the Margaret W. Mangel Faculty Research Catalyst Fund, College of Human Environmental Sciences 2010-2011, MU, Co-PI, \$2,500 (2010)
35. Examining Applicant Attraction to an Organization: from the Perspective of the Work Environment and Person-Organization Fit, the Center for the Digital Globe Research Seed Grant, 2010, Co-PI, \$5,000 (2010)
36. *Immersive Visualization Lab – From imagination to visualization*, MU ITC Interdisciplinary Innovations Fund, MU, Co-PI, \$25,000 (2009-2010)
37. Hybrid Design Studios in Architectural Studies: Combining Online Virtual and Physical Environment Instruction, The 2008-2009 Faculty Development Project Award, MU, PI, \$3,100 (2009-2010)
38. *Understanding the Effect of Color Environments: Physiological and Self-Report Measures*, the Margaret W. Mangel Faculty Research Catalyst Fund, College of Human Environmental Sciences 2009-2010, MU, PI, \$2,621 (2009)
39. Faculty International Travel Grant, A paper presentation at the International Association of Societies of Design Research 2009, Seoul, Korea (Oct. 2009), \$1,500
40. Virtual Gallery for Architectural Studies' Student Projects, Technology Transformation Fund, MU, PI, \$5,300 (2008)
41. *Understanding the Meaning of Color Environments among the Elderly: A virtual environment exploratory study*, Interdisciplinary Center on Aging, READ Award (Research Enrichment & Dissemination Award), MU, P-I, \$8,000 (2007)
42. *VR-Kids: Virtual Reality for Kids Interested in Design Studies*, Co-I. Margaret W. Mangel Faculty Research Catalyst Fund, College of Human Environmental Sciences, MU, Co-PI, \$2,650 (2007)
43. *Understanding User Experience in Virtual Reality Environments, A framework for interdisciplinary research on the effects of advanced technology*, Center for the Digital Globe Research Grant, MU, P-I, \$11,800 (2007)
44. Faculty International Travel Grant, CAADRIA 2006 (Kumamoto, Japan), Research Council, MU, \$1,500 (2006)
45. Research Council Grant, MU, P-I, \$4,398 URC-04-133 (2006)
46. *VRIS Virtual Reality Integrated Solution*, Center for Digital Globe Research Grant, MU, Co-PI, \$5,000 (2005-2006)

## Teaching

### Courses Taught

- Human Centered Design (formerly Design+Environmental Analysis), Cornell University (2013-present)
  - User Experience Design Studio (DEA 3301)
  - Design Graphics & Visualization (DEA 1150)
  - Virtual Experience in Designed Environments (DEA 5520)
  - Honors thesis / undergraduate research (DEA 4990)



- Research: interaction design/user experience fundamentals, 3D interactive walk-through, eye tracking/face-reading for user experience of space (DEA 4010, 4020, 6000)
- Interior Architecture, Yonsei University, Korea (Spring 2019 during Sabbatical)
  - Graduate Seminar
- Interior Design, Hanyang University, Korea (Spring 2019 during Sabbatical)
  - Research Methods and Ethics
- Industrial Design, Handong International University, Korea (Spring 2019 during Sabbatical)
  - Illustrations, visual storytelling studio I & II sections
- Architectural Studies, University of Missouri (2001-2012)
  - Design Studio I, II, III, IV & Thesis Studio
  - Visual Design (course coordinator: 2002-2009),
  - Graduate Digital Design Studio II
  - Design Communication I & II (course coordinator: 2005-2012),
  - Computer Graphics Applications for Design I & II
  - Graduate Problems / Research / Readings
  - Recent Trends in Digital Media
  - Seminar: Design with Digital Media, Thesis proposal / Dissertation, 3D Computer Animation, Web Graphic Design, Virtual Reality Design
- Information Design, Ulsan University, Korea (1999-2001)
  - Introduction to Multimedia
  - Virtual Reality Design
  - 3D Computer Animation I & II
  - Color Theory and Informatics
  - Web Graphic Design I & II
  - Video Editing Techniques for Digital Animation

### *Student Awards*

- Yucheng Shu (DEA '26), Alan D. Mathios Research & Service Grant 2025
- Jason Zhou (DEA '25), Leijia Cao (DEA'25), & Karen Mendoza (DEA '25), First place in 2024 East region of Interior Design Educators Council Student Design Competition 2024.
- Matthew Canabarro (DEA '22), Nayeon Kwon (DEA '22), Heley Yang (DEA '22), & Nina Yang (DEA '22), Third place in 2022 IIDA (International Interior Design Association) student design competition
- Seh Eun Hong (DEA '23) & Chloe Chen (DEA '22), Honorable Mention, 2022 IIDA student design competition
- Sylvia Lane, Emme Wong, & Kyra Kozin (DEA '23). First place in the East Region in IDEC (Interior Design Educators' Council) 2022 competition, honorable mention in the National IDEC competition
- Min Jae Kim (DEA '23), Karina Guo (DEA '22), Ha-Young Jessica Shin (DEA '22, DEA' 23). Second place in the East Region in IDEC 2022 competition
- Hannah Harvey (DEA '21), Erika Kane (DEA '20), Jewel Ingram (DEA '20), 2019-2020 IDEC Student Design Competition Regional Finalist
- Sarah Black (DEA '21), Ha-Young Shin (DEA '21), Erika Kane (DEA '20), Toby Leung (DEA '19), DCA drawing exhibition of selected works (2018)

- Lily-YuanLingZi Shi (DEA '17), Semi-Finalist, Steelcase NEXT International Student Design Competition (2016)
- Ethan Arnowitz (DEA '15), 1<sup>st</sup> Place, Student Video Contest by Herman Miller and IIDA International Interior Design Association (2015)
- Faith Wang (DEA '17), Ethan Arnowitz (DEA '15), Karina Pikanto (DEA '17), Natsuko Suzuki (DEA '17), 2014 DCA drawing exhibition of selected works (2014)
- Swathika Anandan, Young CAADRIAN Award for best presentation at the Computer-Aided Architectural Design Research in Asia (2007)
- Karen Tobin, First place in commercial category, Boardwalk Competition (2010)
- Karen Tobin, Bronze in the commercial design and 3D model categories, Brass Ring Award (2010)
- Shawn Browning, First place, MU cornerstone display-case design competition (2009)
- Ji-Young Cho, Interior Design Educators' Council (IDEC) Graduate Scholarship Award (2008)
- Danielle Oprean, E-research fellowship (2007)

### *Undergraduate Honors Theses Supervised*

Completed: 10 (chair)

#### *Completed*

- Kozin, Kyra (BS'23) The Shopping Experience of the Future: A Comparison of consumer experience in technology-enhanced retail environments within the sports and beauty industries
- Lane, Sylvie (BS'23) Tapping into Customer Brand Experience in Technology-Enhanced Retail Environments
- He, Nicholas (BS'22) Creative Collaboration in the Metaverse: The Development of a Framework for Assessing Workspace Autonomy in Virtual Reality Team Brainstorming
- Lee, Annice (BS'21) Can stance on Sustainability influence hotel choice? A study of ecological awareness on guest repatronage intention.
- Rhim, Alice (BS'20) Re-designing virtual work: The effect of virtual environment design on affect and user behavior
- Luh, Joanna (BS'20) Cycling in a Virtual Maze Test: A Proposed System to Measure Navigational Ability
- Rasamoely, Koloina (BS'20) Immersive Conditioning: Concept Development & Experimentation on How Virtual Reality Can Bridge Language Barrier Gaps in Disaster Preparedness Training
- Sugarman, Alexandra (BS'18) What Sells? A Glance into a Future with Autonomous Vehicles – UX experiment using VR prototypes
- Kaan, Zachary (BS'19) Evaluating Consumer Outcomes of Biophilic, Experiential Retail Design through Virtual Reality Future Occupancy Evaluation: A Pilot Study with Automobile Showrooms
- Herbstreit, Bailey (BS'18) Place-Making: Place Attachment Evaluation of Student Union Design Intervention Using Participatory Design

### *Graduate Theses Supervised (list name, thesis title, chair or minor member)*

Completed: 4 PhD (chair), 3 PhD (minor member-engineering), 13 M.A., 10 M.S. 1M.S. (minor member-engineering).

#### *In Progress*

- Yao Zhang (M.S.), Natasha Turkar (M.S.), Sofia Mattson (M.S.), In-San Chiang (M. Arch), Tara Pearson (PhD)

#### *Completed*

- Natalie Verdiguél (M.S.) Phygital Design: Boosting Luxury Purchase Intention by Enhancing Consumer Perceptions of In-Store Usefulness and Playfulness. 2024
- Jhovanna Perez (M.S.) Creative Retail Transformation: Generative Art Influence on Brand Experience and Behavioral Intention. 2023
- Nehme, Begona Julia (PhD in Psychology) External advisor, Pontificia Universidad Catholica de Chile). Proposal and Validation of a Multidimensional Model to Assess Physical Settings. 2022
- Kim, Na-Yeon (PhD in Interior Architecture. External advisor, Yonsei University, Korea) Effects of Visual Merchandising on Biosignal Response and Brand Experience Assessment Using Eye-tracking Technology in Virtual Environments. 2020
- Bang, Harris (PhD in Mechanical Engineering. minor member) Interactive Knowledge Extraction and Learning for Architecting Complex Systems. 2019
- Saeedeh Sadeghi (M.S. committee) Impact of Crowding on Travel Time Perception: A Virtual Reality Study. 2019
- Schartz, Marty (M.S. chair) The Effect of Virtual Reality on Creativity: Evaluating the Impact of a Nature Environment via Interactive Displays on Creativity. 2019
- Shi, Lily-YuanLingZi (M.S. chair) Cognitive style and field knowledge in complex design problem solving: A comparative case study of design decision support systems. 2018
- Zhang, Jiaming (M.S. chair) The Impact of Interactive Technology Features in Sports Retail Environments on Consumers' User Experience. 2018
- Lee, Serena (M.S. chair) The role of Augmented Reality on spatial-temporal decision making in the context of complex indoor navigation. 2017
- Akre, Sagar (M.S. chair) Mitigating vigilance decrement: Evaluation of technological interventions. 2017
- Arnowitz, Ethan (M.S. chair) Evaluating the Impact of Display Medium (Virtual Reality Head Mounted Display vs Screen Display) on Perceived Aesthetic Value. 2016
- Han, Sooyeon (M.S. chair) Exploring collaborative design problem solving in different seating arrangements: using mixed methods for evaluating student perceptions and performance. 2016
- Chandrasekera, Tilanka (Ph.D. chair) The effect of epistemic actions in augmented reality tools in the design process. 2015
- Alawadhi, Ahmed (Ph.D. chair) Display Layout and Perceived Crowding: Examining the effects of Interior Design on Customers' Perception of Crowding in a Retail Environment. 2014
- Oprean Danielle (Ph.D. chair) Understanding the virtual experience: Examining the influence of visual immersiveness and interactivity on spatial experiences. 2014
- Lin, Yu-Fong (Ph.D. chair) Display lighting on American and Taiwanese consumers' perception: Browsing in a virtual retail store. 2013
- Reza, Sadeghi (M.S. chair) The effect of level of detail and navigability on spatial size perception, 2010
- Falk, Bryan (M.A. chair) Photometric lighting in architectural rendering, 2010
- Cloyd, Chris (M.A. Chair) Stereoscopic image creation with 3D Studio Max, 2008

- Che, Ming-Chang (M.S. in Computer Science, member) Mining progressive user behavior for e-commerce using virtual reality technique, 2007
- Anandan, Swathika (M.A. Chair) Architectural animation and cinematic interpretation, 2007

Served as a committee member for

- Cagri, Rona (M.A.) 2005; Klein, Gary (M.A.) 2004; Han, Kuk-Hee (M.A.) 2004; Davis, James (M.A.) 2004; Gonavaram, Shivani (M.A.) 2004; Tutar, Mustafa (M.S.) 2004; Senbabaoglu, Bilge (M.S.) 2004; Seto, Naomi (M.A.) 2004; Arefeen, Ibrahim (M.S.) 2004; Yoshino, Naoki (M.A.) 2004; McGuire, Aaron (M.A.) 2003; Islam, Zahidul (M.S.) 2003; Perkins, Richard (M.A.) 2003

## Leadership and Service

### *Campus Level Services, Fellowships, & Committees*

- 2024-2025 Faculty Fellow in Engaged Learning, Einhorn Center for Community Engagement
- Faculty Senator-at-Large (2023-)
- At-Large Honors Program Representative for DEA (2023-)
- Director of Undergrad. Studies of DEA / CHE Educational Policy Committee (EPC) (2019-2022)
- Council of Interior Design Accreditation (CIDA) review preparation committee/task force team for DEA (2020-2022)
- CIDA virtual review website design and development (2022)
- College of Human Ecology CAD Committee (2013-)
- Cornell Council of Arts, Grant program review committee (2022-2023, 2018)
- AAP Ad Hoc tenure and promotion committee (2019-2020, 2022-2023)
- Faculty Fellow, XR@Cornell; Cornell Mixed Reality Collaboratory (2019-)
- Faculty Fellow, Flora Rose House (2014-2017, 2022-)
- Faculty Fellow, Cornell Center for Health Equity (2023-)
- Cornell East Asia Program 2022-2023 LB Korean Studies Research Scholar selection committee (2021-2022)
- College of Human Ecology Strategic Visioning Steering Committee (2020-2021)
- Faculty director, Department Website development and management for DEA (2013-2017)
- Faculty Fellow, Cornell Institute of Healthy Futures (2017-)
- CHE member, Mann Library Committee (2018~2022)
- CHE Ad Hoc tenure and promotion committee (2017, 2019)
- DEA Faculty search committee (2015)
- Faculty coordinator, Explorative Environment Design Competition and Exhibition (2016-2019)
- Faculty advisor for Cornell University Sustainable Design (2013-2020)
- Graduate program coordinator for Design with Digital Media, Univ. of Missouri-Columbia (2005-2012)
- Undergraduate curriculum coordinator for Freshmen and Junior level studios, Univ. of Missouri-Columbia (2005-2012)
- Advisor for Asian American Association (AAA), Univ. of Missouri-Columbia (2005)

### *International Leadership*

- President, Design Communication Association (2018-2020)
- Educator representative–International Interior Design Association Educators Round Table (2016-2020)

- Design mentor – Creative Open Campus, Ministry of Science and Future Planning, South Korea (2016-2017)
- Advisor, Development of Universal Design Guidelines and Standards for Seoul, Seoul Design Foundation, South Korea (2016)

### *Academic Services and Design Juries*

- Journal Manuscript Reviewer
  - Sensors
  - Springer Nature Scientific Reports
  - Int. Journal of Retail & Distribution Management
  - Ergonomics
  - Journal of Interior Design
  - Displays
  - Frontiers in Psychology
  - IEEE ACCESS
  - Color Research
  - International Journal of Design
  - Int. Journal of Human-Computer Interaction
  - Int. Journal of Human-Computer Studies
  - Behaviour & Information Technology
- Associate Editor / Guest Editor
  - Korean Journal of the Science of Emotion and Sensibility. 2014-2020
  - Representation, Journal of Design Communication Association. 2014
  - Special Issue of the Journal of Global Fashion Marketing on “Fashion Visual Merchandizing”. 2013-2014
  - Design Principles and Practices: An International Journal. 2010
- Conference Abstract Reviewer
  - Association for Computer-Aided Design in Architecture (ACADIA)
  - Environmental Design and Research Association (EDRA)
  - Design Communication Association (DCA)
  - Conference for the Interior Designer Educators Council (IDEC)
- Grant Proposal Reviewer
  - Institute of Social Science Grant reviewer, Cornell University
  - Swiss National Science Foundation (SNSF) Humanities and Social Science division (2016):  
Title of the application: "Studying the relationships between self-representation, bodily awareness, emotion and feeling in multimodal virtual reality environments"
  - Center for the Digital Globe, University of Missouri-Columbia
  - Research Board Grant, University of Missouri System
- Book manuscript reviewer
  - Architecture in the Digital Age (2nd edition) by Branko Kolarevic, Taylor & Francis publisher. 2009
- Design Competition Jury
  - Pohang International Steel Design Competition. 2017. 2018.
  - International Design Competition, Korean Society of Modern Hanok, Seoul, Korea, July 26, 2012-2013

- SCRAP GALLERY, Columbia, Missouri, Apr. 21, 2011

## Affiliations

Interior Design Educators Council (IDEC)  
Design Communication Association (DCA)  
Environmental Design Research Association (EDRA)  
American Society of Interior Designers (ASID)  
International Interior Designers Association (IIDA)