

# Jay (JungKyoon) Yoon, Ph.D.

Short Curriculum Vitae—A full version of the CV available upon request

## Associate Professor

Director of Meta Design and Technology Lab  
Department of Human Centered Design  
College of Human Ecology, Cornell University

3411 Martha Van Rensselaer Hall, Ithaca, New York 14853

Email: [j.yoon@cornell.edu](mailto:j.yoon@cornell.edu)

Website: <https://mdtl.human.cornell.edu>

Google Scholar: <https://bit.ly/31aA1PO>

Phone: +1 (607) 255 2011

## Research Focus

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I have pursued my passion for advancing scientific knowledge of how design and technology influence human affect, behavior, well-being, and sustainability building on insights from design, HCI, behavioral science, and positive psychology. My research investigates how interactive products, including services and systems, can be designed purposefully to enrich users' momentary and long-term experiences. In relation to these topics, I have developed design tools and methods that can be used to understand and systematically design for the well-being of individuals and communities. The research findings have been applied to several projects with industry partners, including Samsung, Philips, and KLM Airlines. As the principal investigator and design researcher, I conducted case studies to investigate how traditional technology companies can transition systematically to human-centered and experience-driven product/service development and design team operation. These projects involved creating new product/service concepts, ranging from smartphones, wearable devices, and smart home technologies to self-management apps.

**Research approach:** Human-centered design, participatory design, research-through design, interactive prototyping, case study, experimental study, first-person methods

## Appointment

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- 2018/pres. Associate Professor of Human Centered Design, Cornell University, NY, US  
Field member of the Graduate Faculty in Mechanical Engineering (since 2024)
- 2016/2018 Assistant Professor of Industrial Design, University of Liverpool, Liverpool. UK
- 2012/2016 Teaching staff of Industrial Design Engineering, TU Delft, Delft, NL
- 2006/2007 Interaction Designer of UX Design Center, NAVER Corporation, Suwon, KR

## Education

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- 2012/2018 Ph.D. in Industrial Design Engineering, TU Delft, NL. Project funded by the Netherlands Organization for Scientific Research (NWO). Thesis title: “Escaping the emotional blur—Design tools for facilitating positive emotional granularity.”
- 2008/2010 MSc in Design for Interaction (Cum Laude) in Industrial Design Engineering, TU Delft, NL. Thesis title: “Experience of interest in human-product interactions.”
- 1998/2006 BA in Industrial and Visual Communication Design, BE in Computer Science (minor), Handong University, Pohang, KR.

## Scientific & Teaching Experience (Summary)

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- 58 peer-reviewed scientific research papers; 9 book chapters (<https://mdtl.human.cornell.edu/publications>)
- 7 design research tools and instruments
- Grant reviewer of Swiss National Science Foundation (SNSF)
- Guest editor of 2 special issues (e.g., Design Studies: Design contribution to pervasive healthcare, Journal of Diseña: Aesthetics of interaction)
- Review panel of 8 design research/HCI journals (e.g., International Journal of Design, IEEE Transactions on Affective Computing), 7 conferences (e.g., ACM CHI, DIS, Nordic CHI)
- Chair and advisor of 3 PhD, 14 Master’s thesis at Cornell University and TU Delft
- Committee member of 1 PhD, 1 Master’s, and 2 Bachelor’s thesis at Rhode Island School of Design, UNIST, and Cornell University
- Coordinator of 12 courses at Cornell University, University of Liverpool, and TU Delft

- Invited lecturer at 12 international institutes; Keynotes & workshop organizations at 6 conferences
- Exhibitor at 5 international exhibitions (e.g., Dutch Design Week, Design & Emotion conference)

### Scholarships, Grants, & Awards

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- Main grants and scholarships (\$898,060 since July, 2018; J.Yoon, 100%)
  - National Science Foundation, US (NSF): CAREER-Using positive emotion regulation to design everyday technology that promotes subjective well-being
  - National Research Foundation, KR (NRF): Design for happiness through positive emotions in human-design interactions
  - Samsung Electronics: Identifying core user values and design opportunities in mobile experiences
- Annual ‘Best HCI thesis’ award by the CHI Netherlands (the Gerrit van der veer Prijs, 2011)
- Various industry collaborations (e.g., Samsung, Philips, LG)
- Various nonprofit-organization collaborations (e.g., Downtown Ithaca Alliance, Oxfam)

### Affiliate

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- 2019/pres. Founding member of Global Positive Design Initiatives
- 2018/pres. Director of the Meta Design & Technology Lab, Cornell University
- 2018/pres. Faculty fellow of the Institute for Healthy Futures; the Center for Integrative Developmental Sciences; the Engaged Cornell, the Center for Cornell Social Sciences, Cornell University
- 2018/pres. Member of Design Research Society, Design Society

### Top Five Publications

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- **Yoon, J.** and Kim, C. (2022) Positive emodiversity in human-product interactions and users’ subjective well-being, *International Journal of Human-Computer Interaction*. 1-16. <https://bit.ly/3xqemAl>
- **Yoon, J.**, Li, S., & Yu, H. (2021). Design-mediated positive emotion regulation: The development of an interactive device that supports daily practice of positive mental time traveling, *International Journal of Human-Computer Interaction*. 1-15. <https://bit.ly/3sT6VOq>
- **Yoon, J.**, Kim, C., & Kang, R. (2020). Positive user experience over product usage life cycle and the influence of demographic factors. *International Journal of Design*, 14(2), 85–102. <https://bit.ly/3hpqgH1>
- **Yoon, J.**, Pohlmeier, A. E., Desmet, P. M., & Kim, C. (2020). Designing for positive emotions: Issues and emerging research directions. *The Design Journal*, 24(2), 167-187. <https://bit.ly/2IUPwC1>
- **Yoon, J.**, Pohlmeier, A. E., & Desmet, P. M. A. (2016). When “feeling good” is not good enough: Seven key opportunities for emotional granularity in product development. *International Journal of Design*, 10(3), 1–15. <http://bit.ly/2vakiLG>

### Top Five Design Research Tools & Instruments

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- *Positive Emotional Granularity Cards* (2015): PEG card-set has 25 cards, each including a validated expressive behavioral manifestation, eliciting condition, and definition of a distinct positive emotion. The card-set has been translated into 5 languages, and widely used both by academic research, education, and by industry all over the world.
- *EmotionPrism* (2018): EmotionPrism is a validated movie-set that represent expressive interaction qualities of high-granular positive emotions in dynamic hand-object interactions, combined with theoretical and empirical descriptions.
- *Design for Happiness Deck* (2018): The Deck has 72 cards clustered in three parts, each part representing an ingredient that can be used to design for happiness: Pleasure, Psychological needs, and Virtue.
- *Design for Decision-making Tendency Questionnaire* (2021): The questionnaire is a validated method to assess users’ maximization tendency in their behavioral decisions, which enables designers to develop highly personalized decision-making interactions.
- *Typology of Positive Emotion Regulation* (2022): The typology is a validated design-focused typology that enables designers to learn, compare, and analyze how design and technology facilitate positive emotion regulation in 25 different ways.