

Minyoung Joo

Researcher & XR Designer

Los Angeles, CA · junaline4@gmail.com · linkedin.com/in/minyoungxr · Google Scholar

RESEARCH PROFILE

Researcher and XR designer specializing in immersive virtual reality and empirical human-subjects research at the intersection of media psychology, cognitive science, and human-computer interaction. Experienced in building VR experiences (Unity, Meta Quest 3, Meta SDK), designing and running studies, collecting and analyzing behavioral and physiological data, and coordinating multidisciplinary research collaborations across academia and industry. Recently explored spatial intelligence and human-AI collaboration through *Seekr*, a hackathon project giving autonomous AI avatars navigational intelligence inside Gaussian-splat world models. Eager to support the Spatial Neuroscience Lab's investigation of how the brain processes spatial information using immersive VR and human neuroimaging.

EDUCATION

- 2023–2025 **ArtCenter College of Design — Pasadena, CA**
MFA in Media Design Practice · Graduated with Distinction, GPA 4.0 · Graduate Fellow (2025)
- 2018–2023 **Hongik University — Sejong, South Korea**
BFA in Design Convergence (focus: Industrial Design & UX Research) · Full-year scholarship with additional stipend · Student Council President

RESEARCH EXPERIENCE

- 2025–2026 **Bolder Futures Fellow — AAPI Data (UC Berkeley)**
Led research framing for a VR project on urban visibility and safety; explored social innovation related to homelessness in Los Angeles.
- 2025 **Extended Reality Intern — University of Notre Dame**
Designed and developed a VR learning experience for Meta Quest 3 using Unity and the Meta SDK.
- 2025 **Independent Researcher — *Embodiment of Virtuality* (MFA Thesis, ArtCenter)**
Self-directed VR research on presence and embodiment, arguing that existential immersion—internalizing space through sensory engagement, especially touch—is essential to truly inhabiting digital environments; built a thought-experiment prototype blurring the boundary between reality and VR to probe how the absence of the physical body destabilizes one's sense of presence. Exhibited for six months as part of the *REVEAL* exhibition.
- 2024 **Immersion Lab Resident Researcher — ArtCenter College of Design (with Jenny Rodenhouse)**
Ran an empirical study of unconscious bodily responses during immersive learning; measured content-dependent micro-variations in hand pressure during on-screen reading.
- 2024 **Design Researcher — ArtCenter College of Design (with Maxim Safiolline)**
Investigated embodied human-AI interaction through a real-time generative AI installation; published at ACM IMX 2025.
- 2024 **Design Researcher — ArtCenter College of Design (with Elise Co)**
Co-created *Spolia Lounge*, a physical installation on digital materiality; on continuous display at ArtCenter since Summer 2024.

2024	External Research Collaborator — Data to Discovery (Caltech, NASA JPL & ArtCenter) Collaborated with NASA JPL and Caltech researchers on scientific data visualization (CLOVE and CliMAScope); resulted in two IEEE VIS 2025 publications.
2022	Design Researcher — Samsung Card Conducted UX research for the ID Platinum Card launch, informing product positioning and user-experience decisions for a service reaching 100K+ users (industry–academia collaboration).
2021	Student Researcher — IDAS & LG Home Entertainment Led Gen Z research for a new LG wellness brand: in-depth interviews, persona modeling, journey mapping, and service blueprinting; proposed the brand concept “Petit à petit.”

PUBLICATIONS

- Pham, Hu, **Joo**, White, et al. (2025). Interactive Visual Analytics of Carbon Cycle Science. *IEEE VIS 2025*, Vienna, pp. 86–90. doi.org/10.1109/VIS60296.2025.00023
- Pham, Hu, **Joo**, White, et al. (2025). Visualizing Climate Model Outputs with CliMAScope. *IEEE VIS 2025*, Vienna, pp. 201–205. doi.org/10.1109/VIS60296.2025.00046
- Safiouline, **Joo**, Kim (2025). Emanation and Extinction: Exploring the Possibilities of Real-Time Generative AI for Interactive Experiences. *ACM IMX 2025*, pp. 424–429. doi.org/10.1145/3706370.3731640
- **Joo**, Kim, Park, Song, Chung (2021). Personalized Running Coaching Service Centered on the Running Process. *KSDS Conference Proceedings*, Seoul. (First author)

SKILLS & METHODS

Immersive / VR	Unity, C#, Meta SDK, Meta Quest 3, VR prototyping, interactive installation design
Research Methods	Human-subjects study design, in-depth interviews, persona modeling, journey mapping, service blueprinting, behavioral & physiological data collection
Data & Analysis	Scientific data visualization, data processing and analysis
Design & 3D	Figma, Rhino, Grasshopper, Arduino, 3D modeling, physical prototyping
Languages	Korean (native), English (fluent)

AWARDS & HONORS

2025	Graduate Fellow — ArtCenter College of Design Tuition-free additional term awarded to exceptional graduates; used to complete two IEEE VIS 2025 publications.
2023	Korean Institute of Design Award — Winner
2021	Spark Design Awards — Winner
2020	Cultural Heritage Art Renewal Awards — Grand Prize
2020	International Design Awards (IDA) — Bronze
2020	Indigo Design Awards — Bronze