

CURRICULUM VITAE

So-Yeon Yoon, PhD.

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Areas of Specialization

- User experience of environmental factors in designed environments using strategic self-reports and psychophysiological signals combined with high-fidelity simulations
- Creative problem solving process and communication in relation to human-computer interaction and design focusing on individual and cultural differences
- Design evaluation employing emerging technologies to understand emotional, cognitive, and behavioral responses to design elements in physical as well as virtually-built environment

Education

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

Appointments

- 2013-present Associate Professor w/o Tenure, Department of Design and Environmental Analysis, Cornell University, Research 50% / Teaching 50%
- 2012 Associate Professor with Tenure, Department of Architectural Studies, University of Missouri-Columbia
- 2005-2011 Assistant Professor, Graduate Program Coordinator in Design with Digital Media, Department of Architectural Studies, University of Missouri-Columbia
- 2001-2004 Resident Assistant Professor, Department of Architectural Studies, University of Missouri-Columbia
- 2000 Interface Designers, Center for Technology Innovations in Education, University of Missouri
- 1999-2000 Visiting Professor, School of Design, University of Ulsan, South Korea

1997/1998	Designer/ CAD Administrator, Chinn & Associate, Inc. Architects, Columbia, Missouri
1996	Freelance Interior Designer, Busan, South Korea
1995	Assistant Architect, Ga-In Architects & Engineers, Inc., Busan, South Korea
1994	Interior Designers, Hae-In Environmental Design, Inc., Busan, South Korea

Honors and Awards

- 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 Teaching, University of Missouri. (2011)
- Excellence in Teaching with Technology Award for Graduate Professional Excellence, University of Missouri, Finalist. (2005, 2006, 2009)
- Research Enrichment & Dissemination Award, Interdisciplinary Center on Aging, University of Missouri. (2007)
- Rotary International Ambassadorial Scholar. (1998)

Publications

Book Chapters and Books

- **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.
- 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

1. Alvarez, I., Julia, Begõna, & **Yoon, S.-Y.** (In press). Identifying customers' emotional responses towards guestroom design by using facial expression recognition, in virtual and real environments. *Information Technology & Tourism*.
2. Alawadhi, A. & **Yoon, S.-Y.** (2016). Shopping behavioral intentions contributed by store layout and perceived crowding: an exploratory study using computer walk-through simulation. 41(4), *Journal of Interior Design*. pp. 29-46.
3. 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), pp. 17-26.

4. **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. pp. 1-10.
5. Chandrasekera, T., D'Souza, N., & **Yoon, S.-Y.** (2015). Virtual Environments with soundscapes: a study on immersion and spatial abilities with way finding tasks. *Environment and Planning B-Planning and Design*. 42. pp. 1003-1019.
6. **Yoon, S.-Y.** & Choo, H. (2015). Visual merchandising strategies for fashion retailers. *Journal of Global Fashion Marketing*, 6(1). pp. 1 - 3.
7. Chandrasekera, T., & **Yoon, S.-Y.** (2015). Adopting Augmented Reality in design communication. *The International Journal of Architectonic, Spatial, and Environmental Design*. 9(10). pp. 1-14.
8. 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), pp. 20 - 32.
9. 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), pp. 33 - 46.
10. 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). pp. 5-25.
11. 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). pp. 19-37.
12. Alawadhi, A. & **Yoon, S.-Y.** (2014). Effects of store image on perceived product value. *International Journal of Design Management and Professional Practice*. 7(3), pp. 31-52.
13. Choi, Y. & **Yoon, S.-Y.** (2014). Neuroaesthetics: A review of the evidence on the importance of sensible design. *Journal of Korean Society for Emotion and Sensibility*. 17(2). pp. 45-54.
14. 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). pp. 224-250.
15. 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). pp. 371-384.
16. 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), pp. 60-69.
17. **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). pp.49-58.
18. 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). pp. 180-209.
19. Cho, J. & **Yoon, S.-Y.** (2011). Different aesthetic impressions of building design between designers and laypersons, *Journal of Korean Living Science Research*. 21, pp.15-21.
20. **Yoon, S.-Y.**, Oh, H., & Cho, J. (2010). Understanding Furniture Choices using a 3D Virtual Showroom, *Journal of Interior Design*. 35(3). pp. 33-50.

21. **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). pp. 269-278.
22. **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). pp. 313-331.
23. 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). pp. 789-796.
24. 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), pp. 41-50.
25. 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), pp. 219-223.
26. 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), pp.166-175.
27. **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), pp.288-306.
28. Oh, H., **Yoon, S.-Y.**, & Shyu, C.-R. (2008). How can virtual reality reshape furniture retailing? *Clothing and Textile Research Journal*. 26(2), pp.143-163.
29. 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, pp.28-36.
30. 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*, pp.40-45.
31. *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/jtatm/> (*equally contributed)
32. 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*, pp. 64-69.

*Referred Conference *Full Papers & Proceedings / Presentations*

1. *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.
2. 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.
3. 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.
4. 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.

5. Baek, E., Lin, Y.-F., & **Yoon, S.-Y.** (2017). *The effect of warm versus cool lighting on retail crowding perception: A cross-cultural study using virtual environments*. EDRA47 Madison, WI. May 31-June 3.
6. **Yoon, S.-Y.**, & 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.
7. **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.
8. * 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.
9. **Yoon, S.-Y.** & Akre, S. (2016). *Gender differences in psychophysiological and affective responses to designed environments: a pilot study*, 7th International Conference on Applied Human Factors and Ergonomics (AHFE), Orlando, FL. July 30.
10. *Jang, J., Baek, E., **Yoon, S.-Y.**, & Choo, H. (2016). *Understanding the affective response of consumers to the visual complexity of a fashion store: A psychophysiological approach*, 7th International Conference on Applied Human Factors and Ergonomics (AHFE), Orlando, FL. July 30.
11. Oh, H., 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.
12. **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.
13. 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.
14. 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.
15. Chandrasekera, T. & **Yoon, S.-Y.** (2015). *Virtuality to reality: Furniture designing through digital prototyping*, IDEC Annual Conference, Fort Worth, TX. March 11-14.
16. Eune, J. Ono, K., Fu, Z., Kim, Y., & **Yoon, S.-Y.** (2015). *Workshop: Design approach for the development of the metropolitan public transportation*, CHI 2015: Int. Computer-Human Interface Con., Seoul, Korea, April 18-23.
17. **Yoon, S.-Y.** & Park, N. (2015). *Transforming the Visitor Center for Tourism in the Smartphone Era: Case study using a persona-based user-experience design approach*, IDEC Annual Conf., Fort Worth, TX. March 11-14.
18. Chandrasekera, T. & **Yoon, S.-Y.** (2015). *Understanding the effect of tangible user interfaces on design creativity*, 20th Annual Conf. on Computer Aided Architectural Design Research in Asia (CAADRIA), Global Plaza, Korea. May 20-23.

19. 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.
20. Chandrasekera, T., & **Yoon, S.-Y.** (2014). *Using augmented reality tools to enhance design creativity*, IDEC Annual Conf., New Orleans, LA. May 28-31.
21. 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.
22. **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.
23. 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.
24. 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.
25. *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.
26. *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.
27. ***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.
28. **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.
29. 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.
30. 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.
31. 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.
32. Chandrasekera, T., **Yoon, S.-Y.**, & D'Souza, N. (2011). *The Effect of soundscapes on immersive experience in virtual environments*, EDRA42, Chicago. May 27.
33. D'Souza, N., Balakrishnan, B., **Yoon, S.-Y.**, Chandrasekera, T., & Alawadhi, A. (2011). *Virtual environments – virtual behaviors*, symposium, EDRA42, Chicago. IL. May 28.
34. 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.
35. **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.

36. Oprean, D., & **Yoon, S.-Y.** (2010). *Gaming or non-gaming: exploring interactive 3D design representation tools*, DCA Biannual Conf., Bozeman, MT. Sept. 8-11.
37. 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.
38. 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.
39. 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.
40. **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.
41. D'Souza, N., **Yoon, S.-Y.**, Balakrishnan, B., & Oprean, D. (2010). *The Environment behavior paradox in virtual environments*, symposium, EDRA41, Washington DC. June 6.
42. **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*, 19th Annual Conf.: Caring the Frail Elderly, Columbia, MO. Aug. 21-22.
43. **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.
44. 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.
45. **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.
46. **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.
47. **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.
48. **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.
49. *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.
50. 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.
51. *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.
52. 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.

53. ***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.
54. *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.
55. ***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.
56. *Simmons, K., **Yoon, S.-Y.**, & Oh, H. (2005). *Collaborative capstone experiences*. Int. Textile & Apparel Association Conference (ITAA), Alexandria, VA. Nov. 1-6.
57. Oh, H. & **Yoon, S.-Y.** (2005). *Application of 3-D virtual reality in testing consumer decision-making processes*, ITAA, Portland, OR. Nov. 3.
58. *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.
59. 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.
60. ***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.
61. *Gonavaram, S., & **Yoon, S.-Y.** (2004). *Can technology enhance the design pedagogical experience?* Int. CAADRIA. pp.477-482.
62. *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.
63. 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.
64. *Uddin, M. S., & **Yoon, S.-Y.** (2002). *3D game engine for portable virtual representation of architecture*. 20th Conf. eCAADe, Warsaw Poland, pp.526-531.
65. 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.
66. 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
67. *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.
68. ***Yoon, S.-Y.** (1999). *VR worlds on the web-another culture in cyberspace*, 2nd Biannual Design Conf. of Korean Society of Design Studies, Dong-Seo University, Pusan, Korea.
69. **Yoon, S.-Y.**, Gottdenker J., & Hong R.-Y. (2001). *Introduction to Shadow netWorkspace*, Int. Conf. on Computers in Education (ICCE) Seoul, Korea. Nov.13.

Invited Papers

- 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. IIDA (International Interior Design Association) educators roundtable report. www.IIDA.org Jan. 12, 2017
2. School of Thought: Academics share their insights on how to prepare the next generation of designers by Louisa Fitzgerald, Interiors+Sources, Sept. 1, 2016
3. ACM (Association for Computing Machinery) Communication News, Cornell Biennial Celebrates Nanotech as Art, by Anne Lu. Nov. 4. 2014
4. Art and nanotech converge in campus biennial, by Daniel Aloï, Cornell Chronicle. Sept. 11, 2014
5. 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)
6. 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
7. Pixel & Paint solo exhibition, Neolook online art exhibition announcements, www.neolook.com, June. 2013
8. *The Modern Home*, featured in *Elegant Living Magazine*. Interviewed by Trish Muyco-Tobin. Fall 2009 issue. pp. 32-35.

Presentations

Keynotes

1. *Fashion Store: Environment & Merchandising*- 2015 International Forum, Seoul National University, July 1. 2015
2. *Reading Emotions and Cognition in Designed Environments*, 1st International Forum of Sensory and Neuro Marketing, Korea Creative Content Agency, Seoul, Korea. Oct. 31. 2013
3. *Reading UX in Designed Environments*, Hongik University, International Design School for Advanced Studies (IDAS), Seoul, Korea. Oct. 30. 2013
4. *Interior Design and Design Research*, Dept. of Interior Design and Housing, Research Week, University of Ulsan, Nov. 20, 2012
5. *Engagement within Infrastructure*, Pusan National University, 2012 senior exhibition, Xi-Gallery, Pusan, Korea, Oct. 20, 2012

Invited Seminars and Lectures

[International]

1. *Designing with Digital Media: Enhancing Imagination, Experience & Exploration*, 2016 lecture series, College of Architecture & Environmental Design, Kent State University, Feb. 15. 2016
2. *3C Design: Connected, Collaborative, and Creative Workplaces*. NeoCon 2015, Chicago. June 16. 2015.

3. *Forecasting Performance of Workplaces: Case Studies using Social Sensing Technology*, International Contemporary Furniture Fair (ICFF), Jacob Javits Center, New York City, May 16. 2015.
4. *Synergistic Integration of Design, Science and Technology*, UNIST (Ulsan National Institute of Science and Technology), April, 21. 2015.
5. *Overview: Data collection protocols for psychophysiology measures*, Visual Merchandizing Research Lab, Seoul National University, Jan. 8. 2015.
6. *Creativity and New Media*, Yonsei University, Seoul, Korea. Oct 29. 2013
7. *Creativity, Advanced Technology, and Environmental Design*, Techno-Humanities Atelier, www.atelieth.net, Seoul, Korea. Oct. 29. 2013
8. *Creativity, Technology and Environmental Design*, 2013 International Urban Media Design Workshop. Seoul National University, June 27, 2013
9. *New Media and Creativity in Interior Design*, the International Symposium on Creativity and New Media, Columbia, University of Missouri. April 19. 2013
10. *Introduction to Simulation Research*, Market Research Lab, Seoul National University, South Korea. Dec. 2012
11. *Digital Media for Interior Design*, Graduate Seminar, Yonsei University, Dec. 6, 2012
12. *Introduction to Simulation Research*, Seoul National University, Dec. 6, 2012
13. *Design Experience*, Handong University, Nov. 29, 2012
14. *Design with Digital Media*, Department of Architecture, Pusan National University, Nov. 16, 2012
15. *User Experience Design and Interior Design*, Seoul Women's University, Nov. 7, 2012
16. *Towards Integrated Design*, Yonsei University, Seoul, Korea, Oct. 11, 2010.
17. *Virtual Reality of Design*, Ulsan National Institute of Science and Technology, Ulsan, Korea. June 29, 2010.
18. *Development of 3D technology for Retail Marketing*, Fashion Technology Center Seminar, Seoul National University, Seoul, Korea. June 21, 2010.
19. *User Interface Design Workshop*, Brain Korea 21 Special Lecture Series, Pusan National University, Pusan, Korea. March 27, 2007.
20. *Study Abroad: Preparing for Interior Design Graduate Programs in the US*, Hanyang University, Seoul, Korea. May 19, 2006.
21. *Digital Media for Interior Design Curriculum: Digital Media in Thesis Studio*, Hanyang University, Seoul, Korea. May 18, 2006.

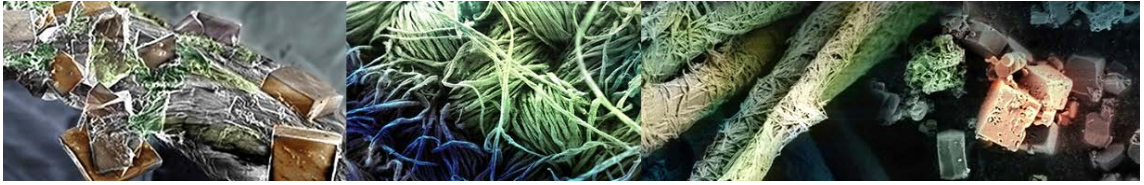
[National]

1. *Impact of Office Space and Design on Employees*, 2016 HR Innovations, ILR School Center for Advanced Human Resource Studies, Statler Hotel, Cornell University, Oct. 6. 2016
2. *Workshop: Digital Drawing*, Biannual Conference of Design Communication Association, Oct. 1, 2014.
3. *Workshop: Architectural Presentation Technique*, Biannual Conference of Design Communication Association, California Polytechnic State University. Jan.10, 2004

Exhibitions

Refereed shows

1. *NanoWhere* –Cornell Council of Arts Biennial, MVR Gallery, Sept. 18-30. 2014.



2. *2014 Design Communication Association Drawing Exhibition of selected works*, School of Architecture, Southern Polytechnic State University, Oct. 1-5. 2014.
3. Solo exhibition, *Pixel & Paint*, FanCo Gallery, Seoul National University, June 19-Aug.17.2013.



4. Yoon, S.-Y., Wilson, L., Yang, S., & Kim, S. Gallery Show: *Beauty of Korean Hanbok and Hanoak*. Rogers Gallery, MU. 2002.
5. Yoon, S.-Y., & Ha, Won, *VR ART-No-Where*. Invited by Openart, Korea. 2000.
6. Two-Person Exhibition (Yoon, S.-Y., & Ha, Won) *VR ART-No-Where*. Invited by Openart, Korea. 2000.
7. *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, MU. 1998.

Grants

External

1. *Human-System Behavior and Interaction for Designing Complex Cyber-Human Systems*, NSF, NSF Research Traineeship (NRT). Co-PI, \$3,000,000 (pending)
2. *3C Design for Health and Wellness in Workplace Environments*, Delos, PI, \$10,000~\$20,000 (under review)
3. *Shopper Engagement in a Retail Environment*, Marketing Science Institute, Co-PI, \$4,000 (Oct. 2016-Oct.2017)
4. *Improved Human-Computer Interaction for Design of Complex Systems*, NSF, Engineering and Systems Design (ESD). Co-PI, \$300,000 (Sept. 1. 2016-Aug. 31. 2018)
5. *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. \$227,000 (Sept. 1. 2014- Aug. 31. 2017).
6. *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.1. 2014-May 31, 2017)
7. *Blast Mitigation Architectural Barrier Design*, U.S. Air force Blast Mitigation Federal Grant, Co-PI, \$205,499 (2005-2006)
8. *Colors in Healthcare Environments*, Coalition for Health Environments Research Grant, Co-I, \$11,000 (2004)

Internal

1. *School and neighborhood physical environment relationship to adolescents' assessment of and internalization of stigma*, Center for the Study of Inequality, Co-PI. \$8,282 (under review)
2. *DEA Engaged Learning from Local to Global*, Engaged Cornell Grant, Co-PI. \$60,000. (Aug. 2016-May. 2017)
3. *The Impact of Noise and Perceived Crowding on Consumer Emotions and Repatronage 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)
4. *Rethinking Studio*, Faculty Grant, Cornell Center for Teaching Excellence, PI. \$1,500 (Aug. 2013- Dec. 2013)
5. *Nano Where: Gas in Light Out*. Cornell Council of the Arts, Biennale 2014 Grant, Co-PI. \$5,000 (2013)
6. *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)

7. *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)
8. *Creative Convergence Network (CCN): International Symposium on Assessment and Facilitation of Creativity in New Media*, Mizzou Advantage, Co-PI. \$17,870 (2011)
9. *Enhancing Creativity among Design Students using a VRLE*, Research Board Grant, MU, Co-PI, \$25,000 (2010-2011)
10. *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)
11. *Collaborative Design and Education: the CoDE environment for the iLab*, MU ITC Interdisciplinary Innovations Fund, MU, Co-PI, \$25,000 (2010-2011)
12. *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)
13. *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)
14. *Immersive Visualization Lab – From imagination to visualization*, MU ITC Interdisciplinary Innovations Fund, MU, Co-PI, \$25,000 (2009-2010)
15. *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)
16. *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)
17. Faculty International Travel Grant, A paper presentation at the International Association of Societies of Design Research 2009, Seoul, Korea (Oct. 2009), \$1,500
18. *Virtual Gallery for Architectural Studies' Student Projects*, Technology Transformation Fund, MU, PI, \$5,300 (2008)
19. *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)
20. *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)
21. *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)
22. Faculty International Travel Grant, CAADRIA 2006 (Kumamoto, Japan), Research Council, MU, \$1,500 (2006)
23. Research Council Grant, MU, P-I, \$4,398 URC-04-133 (2006)
24. *VRIS Virtual Reality Integrated Solution*, Center for Digital Globe Research Grant, MU, Co-PI, \$5,000 (2005-2006)

Teaching

Student Awards (won by students under my direction)

- Lily-YuanLingZi Shi (DEA '17), Semi-Finalist, SteelCase's NEXT International Student Design Competition (2016)
- Ethan Arnowitz (DEA '15), 1st 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)

Courses Taught

- 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)
 - Research: interaction design/user experience fundamentals, 3D interactive walk through, eye tracking/face-reading for user experience of space (DEA 4010, 4020, 6000)
- 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

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

In progress: 2 PhD (minor member), 3 M.S.(chair)

Completed: 4 PhD (chair), 13 M.A., 8 M.S.

In Progress

- Lee, Serena (M.S. chair) *The Effect of Landmark and Layout Complexity on Wayfinding in Amorphous Spaces: A pilot study of user navigation experience in virtual environments* (working title)
- Akre, Sagar (M.S. chair) *Bringing Views of Nature into the Workplace: Can Artificial Windows Improve Worker Performance on Vigilance Tasks?*
- Wen, Zikai Alex (PhD in Computer Science. minor member)
- Bang. Harris (PhD in Mechanical Engineering. minor member)

Completed

- 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, Mingh-Chang (M.S. in Computer Science, member) *Mining progressive user behavior for ecommerce using virtual reality technique,* 2007
- Anandan, Swathika (M.A. Chair) *Architectural animation and cinematic interpretation,* 2007
- *Served as 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 and Committees

- Faculty Advisory Board for IT in Human Ecology (2016-)
- DEA Faculty search committee 2015

- College of Human Ecology CAD Committee (2013-)
- Faculty director, department website redesign and maintenance (2013-)
- Faculty advisor for Cornell University Sustainable Design (2013-)
- Graduate program coordinator for Design with Digital Media, University of Missouri-Columbia (2005-2012)
- Undergraduate curriculum coordinator for Freshmen and Junior level studios, University of Missouri-Columbia (2005-2012)
- Advisor for Asian American Association (AAA), University of Missouri-Columbia (2005)

International Leadership

- Educator representative –International Interior Design Association Educators Round Table (2016-)
- Design mentor – Creative Open Campus, Ministry of Science and Future Planning, South Korea (2016-)
- Advisor, Development of Universal Design Guidelines and Standards for Seoul, Seoul Design Foundation, South Korea (2016-)
- President elect, Design Communication Association (2018)

Academic Services and Design Juries

- Journal Manuscript Reviewer
 - International Journal of Design
 - Journal of Computing and Information Science in Engineering
 - International Journal of Human Computer Interaction
 - International Journal of Human Computer Studies
 - Behaviour & Information Technology
 - Korean Journal of the Science of Emotion and Sensibility
 - Korean Journal of Design Science
- Associate Editor / Guest Editor
 - Korean Journal of the Science of Emotion and Sensibility. 2014-present
 - 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
 - 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

- Design Competition Jury
 - Second International Design Competition, Korean Society of Modern Hanok, Seoul, Korea, July 26, 2013
 - First International Design Competition, Korean Society of Modern Hanok, Seoul, Korea, Dec. 8, 2012
 - SCRAP GALLERY, Columbia, Missouri, April 21, 2011

Affiliations

International Interior Designers Association (IIDA)

American Society of Interior Designers (ASID)

Interior Design Educators Council (IDEC)

Association for Computer Aided Architectural Design Research in Asia (CAADRRIA)

Design Communication Association (DCA)

Korean Society for Emotion and Sensibility (KOSES)