

Seoyeong Hwang

Portfolio

EDUCATION

UNIST (Ulsan National Institute of Science and Technology)

M.S. in Design (GPA: 4.18/4.3)

2024.03 – 2026.02

UNIST (Ulsan National Institute of Science and Technology)

B.S. in Design (GPA: 4.03/4.3)

2020.03 – 2024.02

Sejong Academy of Science and Arts

2017.03 – 2020.01

EXPERIENCE

Expressive Computing Lab, UNIST

Research Assistant | Human-AI interaction research focused on user research and real-world MVP deployment

2024.02 – 2026.02

Undergraduate Research Intern | Human-AI interaction research focused on UI/UX design and media art

2022.01 – 2024.02

AWARDS & CREDENTIALS

Service/Experience Design Engineer

National Technical Qualification
| Korea Institute of Design Promotion (KIDP)

2026.08

Red Dot Design Award | UI/UX Design

BBB: Revolutionizing Cross-Language Communication Service in a Multilingual World

2023.07

CONTACT

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Website

<https://seoyeong-hwang.com>

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Augmentiary

A Journal That Uses
AI Interpretation to Support
Self-Understanding

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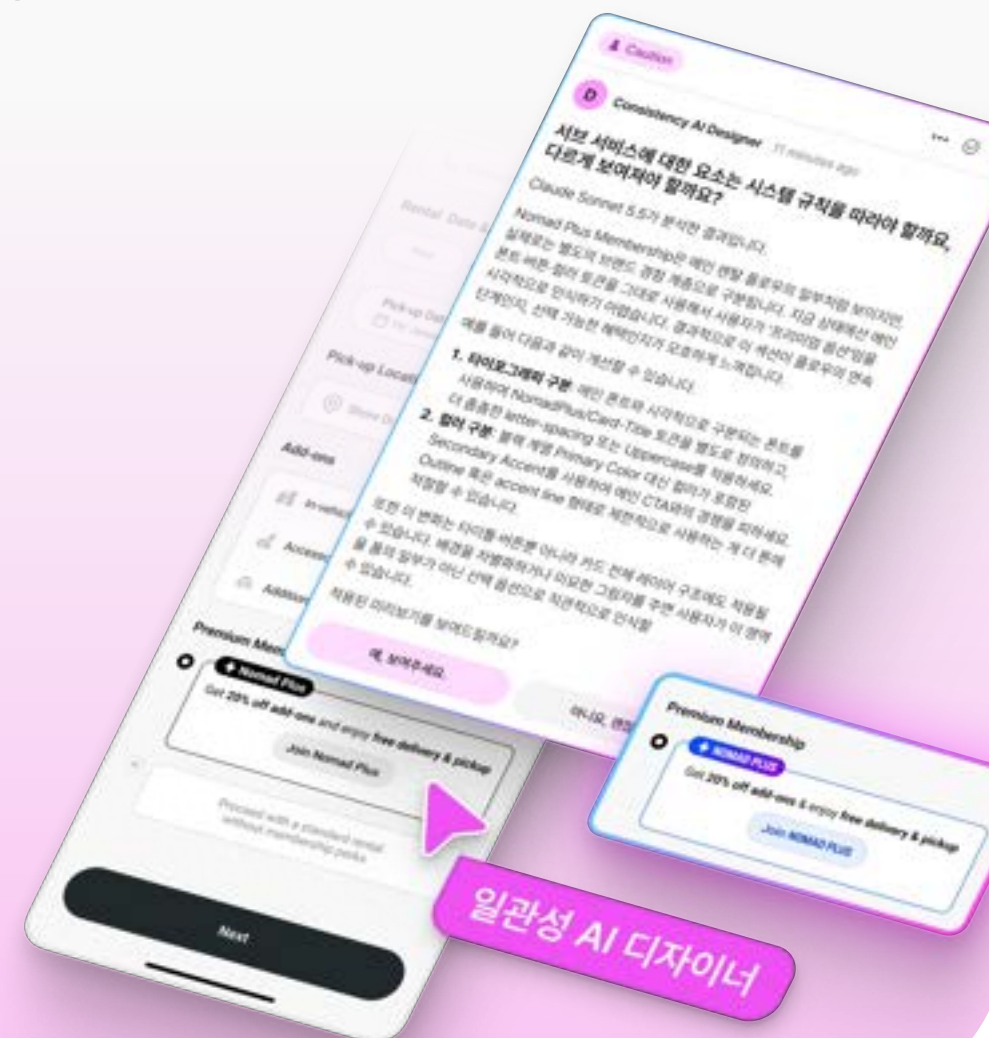


PROJECT 2

FramePilot

AI-Powered UI Design Feedback
to Support Design Decisions

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PROJECT 3

BBBK Redesign

Mobile UX Redesign for a
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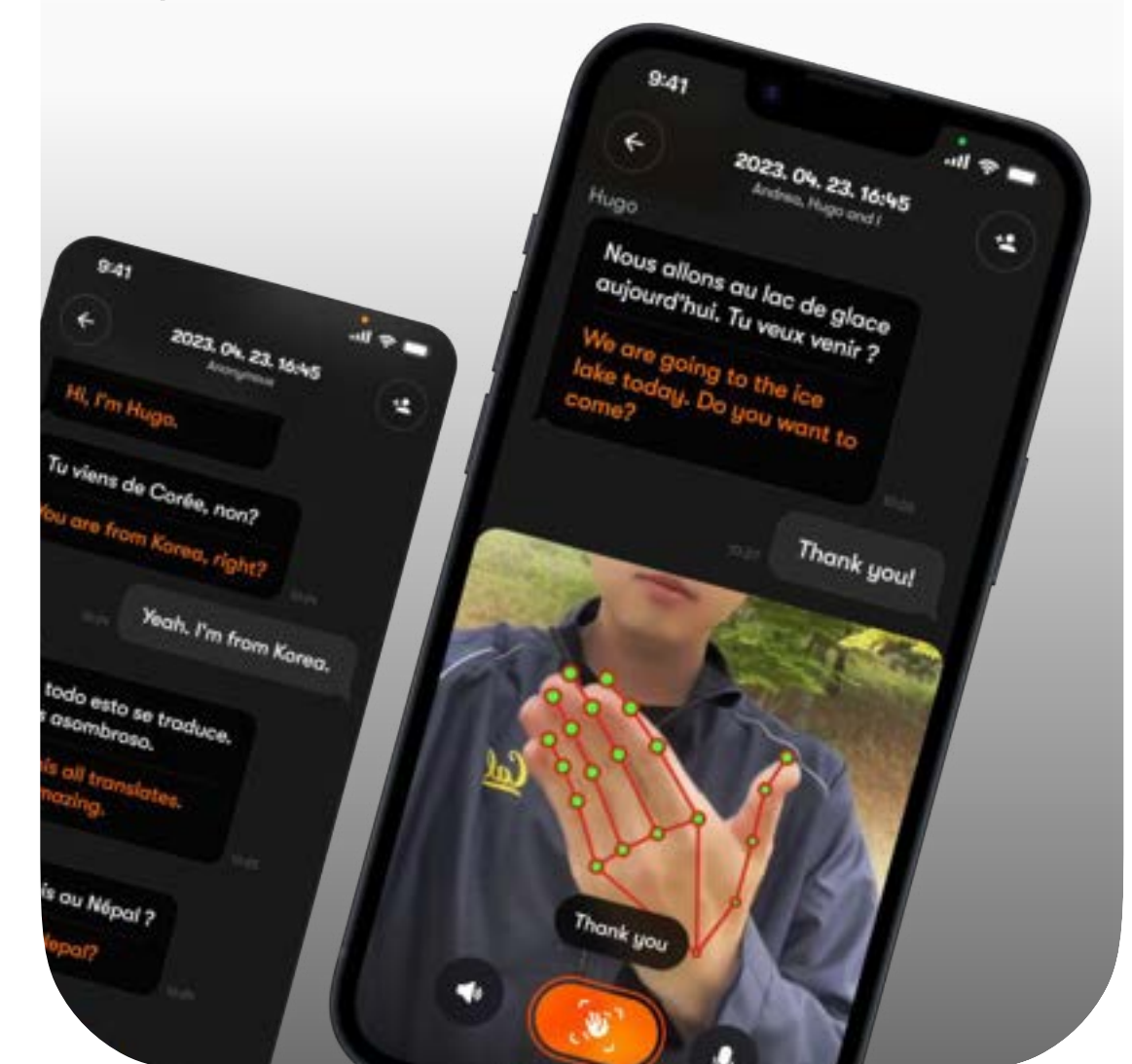


PROJECT 4

BBB

A New Interpretation Service
Built by People and AI

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Augmentary

A Journal That Uses AI Interpretation to Support Self-Understanding

SOLO PROJECT

MVP built with Next.js + Supabase;
deployed and evaluated with
25 participants over 4 weeks

PERIOD

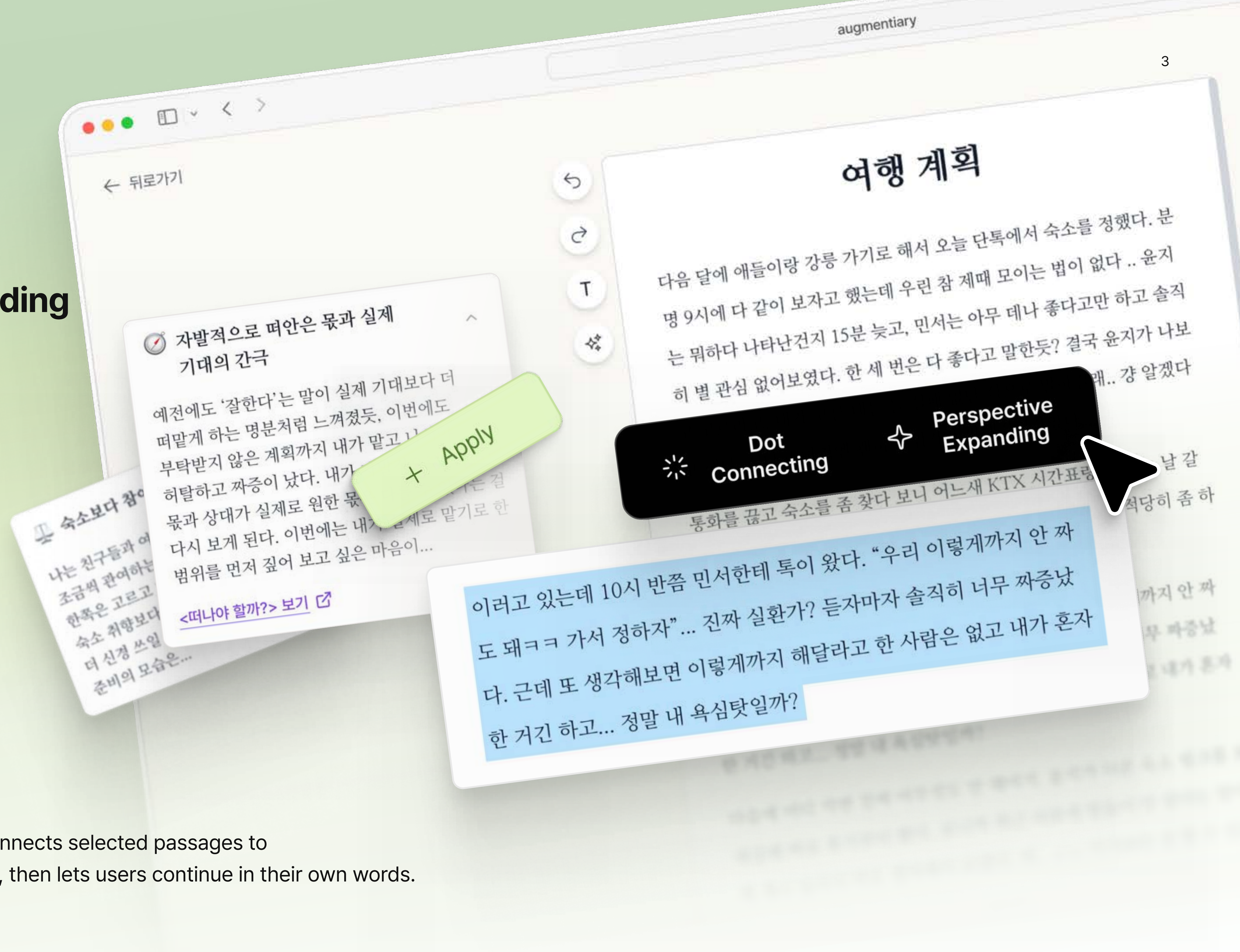
2024.12 - 2025.12

OUTCOME

Published at ACM DIS 2026

DIS²⁰²⁶

Designed a journaling experience that connects selected passages to alternative perspectives and past entries, then lets users continue in their own words.

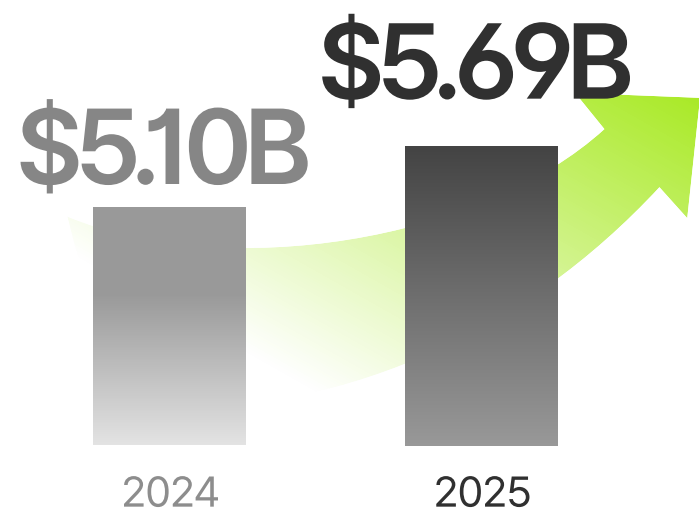


Can AI Help People Interpret Everyday Experiences?

Most journaling tools use prompts, emotion analysis, or summaries to help people reflect. Yet the question, "What does this experience mean to me?" is still left to the user.

More logging, yet limited insight

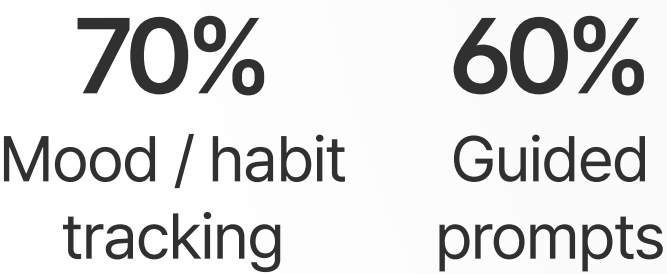
A rapidly growing global digital journaling market



The Business Research Company, 2025

Existing services focus on logging and tracking

Common features among leading journaling apps



Choosing Therapy, 2025

AI Interpretation of Personal Experience

Where AI can add value

Personal domains are emerging as major uses of AI

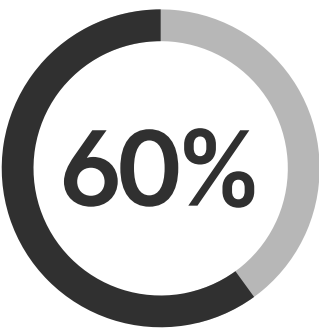
Top 5 use cases for gen AI



Harvard Business Review, 2025

Users are open to AI that draws on personal context

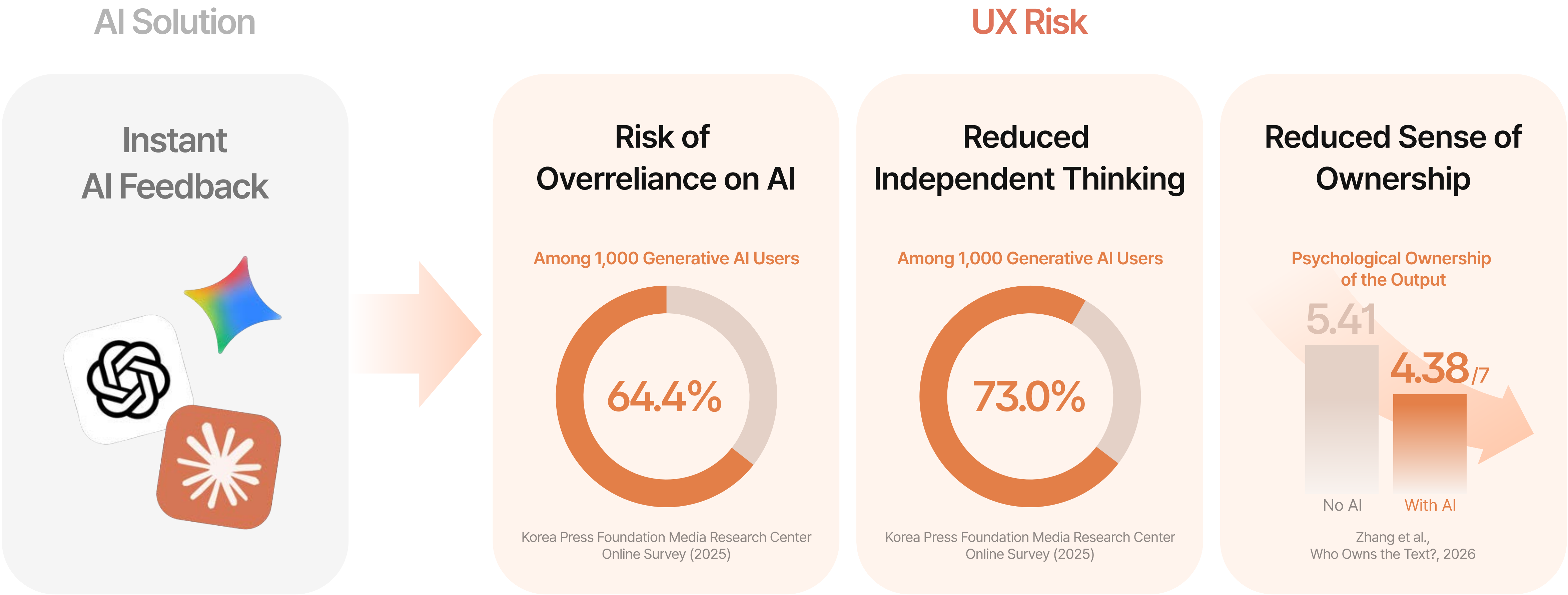
Positive toward personalized AI outputs



Morning Consult x American Express, 2025

AI Interpretation Can Support Reflection but Also Replace It

Rather than optimizing answer quality alone, we asked how AI could support personal writing without taking over the reflection process.



We ran a three-day technology probe with **eight regular journal writers**.

We examined **when AI interpretations felt helpful or uncomfortable** and translated the findings into 4 **design considerations**.

※ Thematic analysis based on 770 minutes of pre- and post-study interviews

"I kept comparing the AI text with my own writing."

AI pointed out a perspective I had never considered.

INSIGHT 1

Alternative Perspectives Supported Comparison

Comparing AI interpretations with their own thinking helped participants notice perspectives and possibilities they had previously missed.

I wanted my writing and the AI text to remain distinct.

"I don't want AI freely rewriting my original entry."

INSIGHT 2

Clear Boundaries Helped Preserve Original Entries

Participants pushed back when AI changed facts or emotional nuance. Ownership weakened when they could not clearly distinguish AI text from their own writing.

Choosing only the AI suggestions I needed made the entry feel like my own story.

"For reflection, I need to write it myself."

INSIGHT 3

Selecting and Editing Kept the Process User-Led

Participants felt more ownership when they selected and edited useful parts of AI suggestions instead of accepting them as finished output.

AI interpretations that felt generic or did not fit me did not resonate.

I wish AI understood my preferences and background better.

INSIGHT 4

Personal Context Supported Self-Understanding

Interpretations connected to personal values and past entries helped participants understand themselves and reflect on what those experiences meant.

Augmentiary: AI Offers Clues, You Make the Meaning

VALUE 1

Explore **multiple perspectives** instead of settling on a single answer

VALUE 2

Preserve the user's own voice while making **AI's contribution visible**

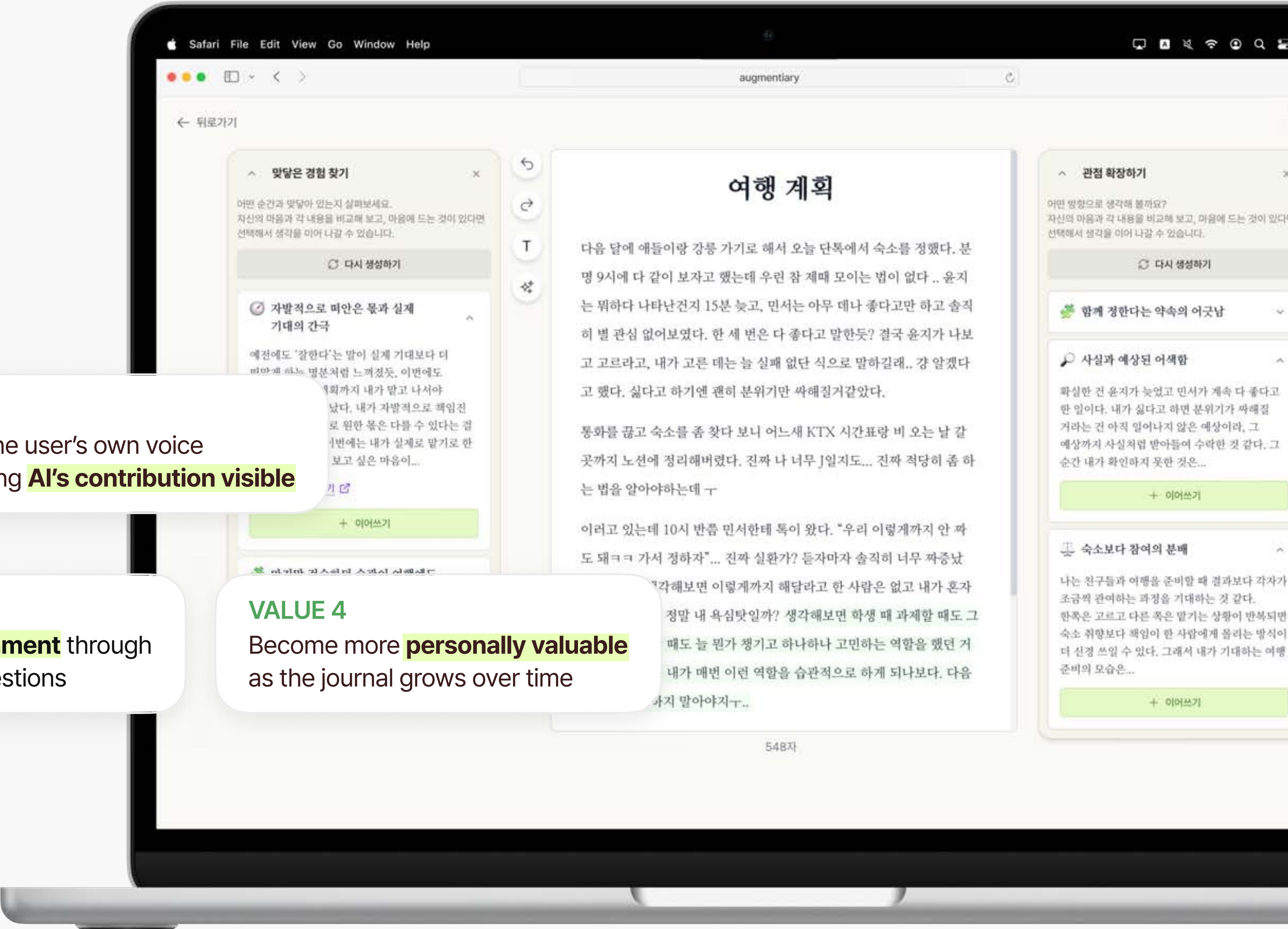
VALUE 3

Build **ownership and attachment** through editing and refining AI suggestions

VALUE 4

Become more **personally valuable** as the journal grows over time

Development & Deployment Tools



Write First, Then Ask AI to Interpret a Selected Passage

Augmentary does not begin with prompts or analyze entries automatically.

After users have written enough to establish a train of thought, they can select a passage for AI interpretation.

This keeps the writing process intact and lets users decide what deserves further reflection.

여행 계획

다음 달에 애들이랑 강릉 가기로 해서 오늘 단독에서 숙소를 정했다. 분명 9시에 다 같이 보자고 했는데 우린 참 제때 모이는 법이 없다.. 윤지는 뭐하다 나타난건지 15분 늦고, 민서는 아무 데나 좋다고만 하고 솔직히 별 관심 없어보였다. 한 세 번은 다 좋다고 말한듯? 결국 윤지가 나보고 고르라고, 내가 고른 데는 늘 실패 없단 식으로 말하길래.. 강 알겠다고 했다. 싫다고 하

통화를 끊고 숙소를
곳까지 노선에 정리해버렸다. 진짜 나 너무 J일지도... 진짜 적당히 좀 하
는 법

이러
도 돼
다. 근
한 거

이러고 있는데 10시 반쯤 민서한테 특이 왔다. “우리 이렇게까지 안 짜도 돼ㅋㅋ 가서 정하자”... 진짜 실환가? 듣자마자 솔직히 너무 짜증났다. 근데 또 생각해보면 이렇게까지 해달라고 한 사람은 없고 내가 혼자한 거긴 하고... 정말 내 욕심탓일까?

다음에 어디 가면 진짜 아무것도 안 해야지. 윤지가 다른 숙소 링크를 보내길래 바로 후기부터 봤다. 보니까 최근 리뷰에 방음이 안 된다는 말이 세 개나 있어서 바로 캡처해서 보냈다. 하.. ㅈㅈ 이거보단 잘 할 수 있잖



Dot
Connecting



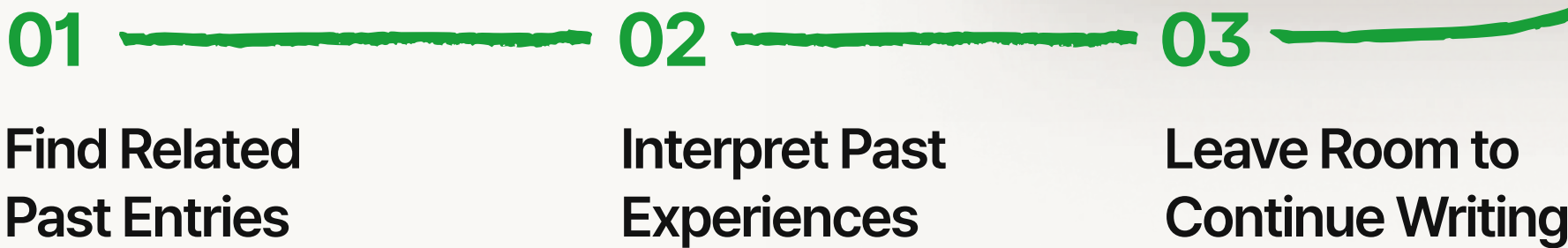
Perspective
Expanding

AI Interpretations Based on Selected Text, Past Entries, and Profile Context

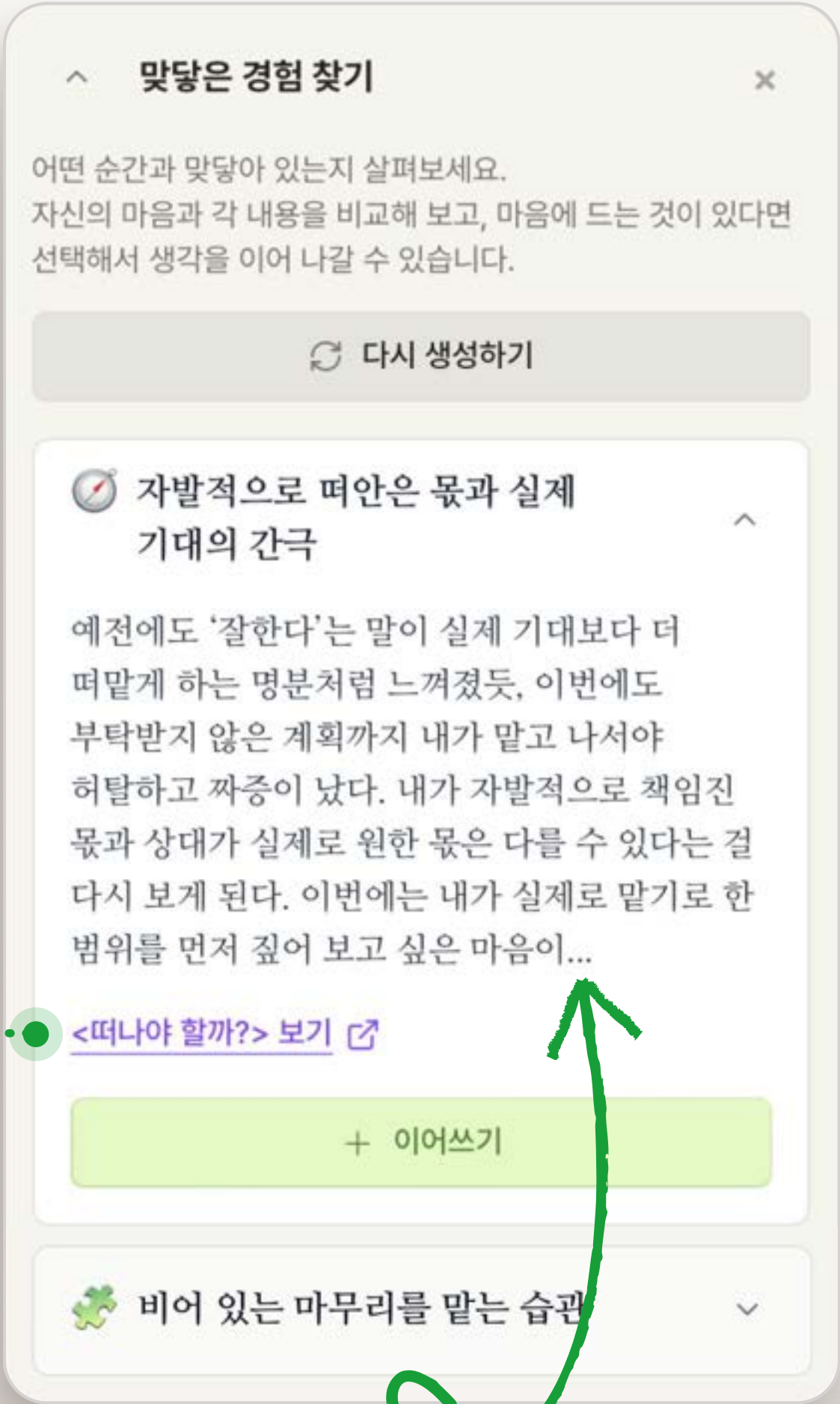
"Expand Perspectives" uses different meaning-making lenses and profile information.

"Find Connected Experiences" links the selected passage to past entries and experiences.

Both show up to three interpretations side by side so users can compare them.



Review Past Entries



01 Select Three Relevant Meaning-Making Lenses

02 Generate a Different Interpretation per Lens

03 Leave Room to Continue Writing



Add to Entry and Continue

Keep AI Suggestions Visible, Editable, and Separate from the Original

Selected AI interpretations are inserted after the chosen passage without changing the original.

AI-generated text ends with an ellipsis, leaving it intentionally incomplete so users can continue or revise it.

AI text is also highlighted, and the highlight fades as the user edits.

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은 뭐하다 나타난건지 15분 늦고, 민서는 아무 데나 좋다고만 하고 솔직히 별 관심 없어보였다. 한 세 번은 다 좋다고 말한듯? 결국 윤지가 나보고 고르라고, 내가 고른 데는 늘 실패 없단 식으로 말하길래.. 강 알겠다고 했다. 싫다고 하기엔 괜히 분위기만 싸해질거같았다.

통화를 끊고 숙소를 좀 찾다 보니 어느새 KTX 시간표랑 비 오는 날 갈 곳까지 노선에 정리해버렸다. 진짜 나 너무 J일지도... 진짜 적당히 좀 하는 법을 알아야하는데 ㅏ

이러고 있는데 10시 반쯤 민서한테 톡이 왔다. “우리 이렇게까지 안 짜도 돼ㅋㅋ 가서 정하자”... 진짜 실환가? 듣자마자 솔직히 너무 짜증났다. 근데 또 생각해보면 이렇게까지 해달라고 한 사람은 없고 내가 혼자 거긴 하고... 정말 내 욕심탓일까? 조별 과제할 때도 그랬고 지금 일할 때도 늘 뭔가 챙기고 하나하나 고민하는 역할을 했던 거 같다. 아무래도 내가 매번 이런 역할을 습관적으로 하게 되나보다. 다음엔 너무 무리하지 말아야지ㅏ..

Open-Ended
Suggestion

564자

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548자

Highlight
Fades
as You Edit

We evaluated Augmentary with **25 participants over four weeks**. Two interview rounds examined how participants responded to AI interpretations, decided what to accept or revise, and made sense of their experiences.

※ Analysis based on experience sampling and weekly surveys; thematic analysis of 2,227 interview minutes from mid- and post-study interviews

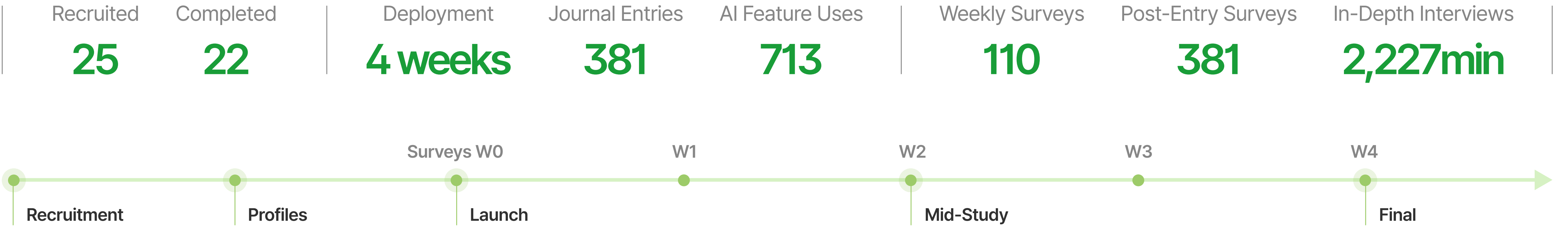
Hypotheses

- 01

AI interpretations grounded in personal context could help users discover new insights and meaning in their journal entries.
- 02

Giving users the ability to select and revise AI suggestions could help them make those interpretations their own.

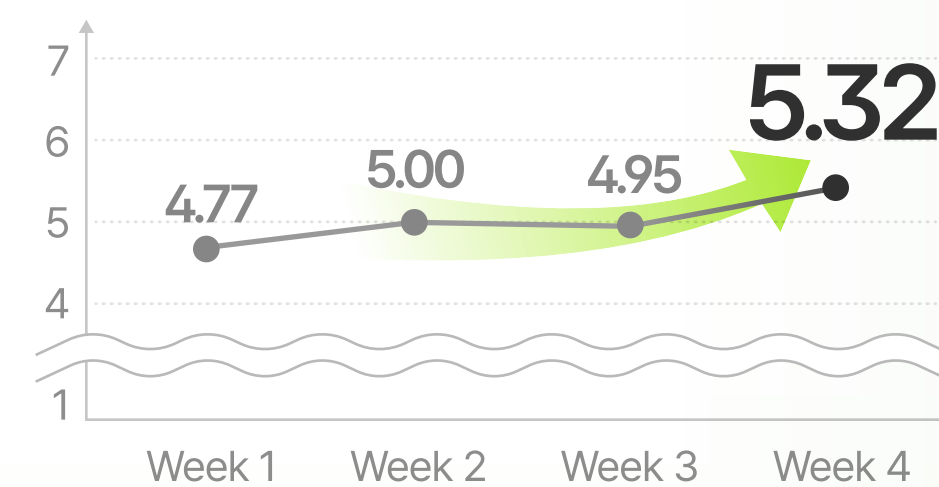
Deployment Research



AI Interpretations Helped Users Gain New Insights and a Stronger Sense of Purpose

I Considered Perspectives I Would Not Have Reached on My Own

Weekly survey data (7-point Likert)



"AI turned my **vague thoughts into concrete words.**" P8

"It showed the positive side, but sometimes felt like **forced positivity.**" P24

INSIGHT 1

AI suggestions should **adapt in direction and assertiveness** to the context, rather than feel prescriptive.

Purpose in Life Increased Over Four Weeks

Weekly survey data (MEMS-Purpose scale)



"Experiences that felt like **separate islands** became **connected**, and I understood myself better." P4

"I wrote once about moving often as a child. After that, AI **linked nearly everything** I wrote back to it." P17

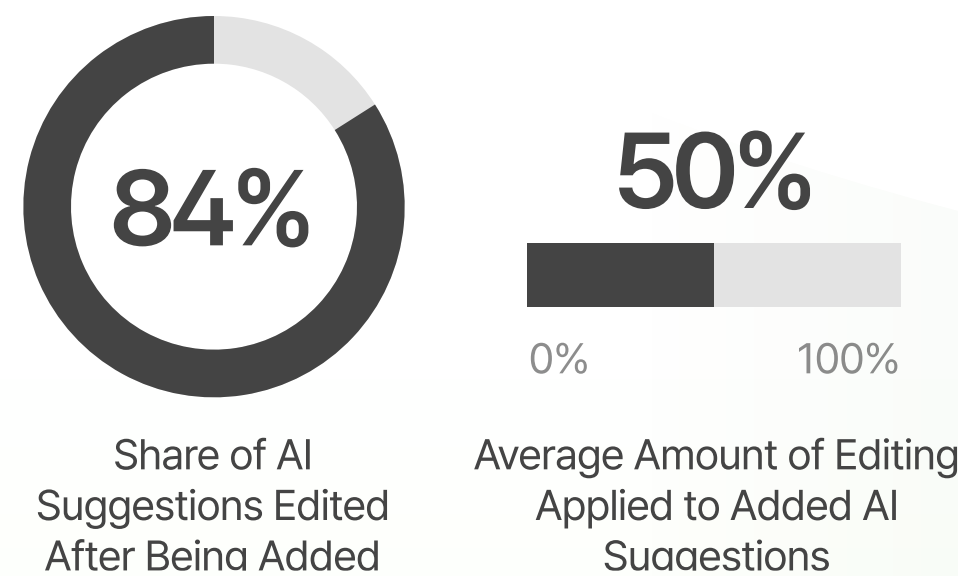
INSIGHT 2

To surface useful discoveries, AI should consider not only semantic relevance, but also **what feels personally significant** to the user.

Selecting, Editing, and Continuing Helped Users Make AI Interpretations Their Own

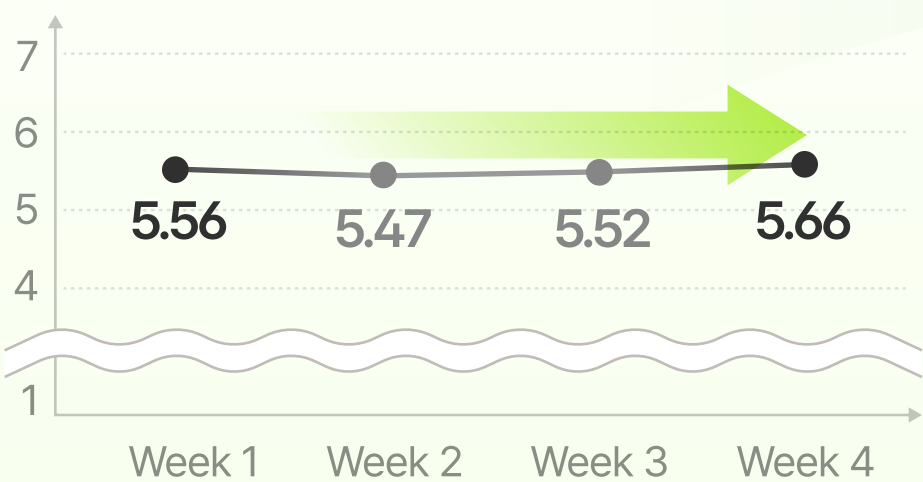
AI Interpretations Rewritten in the User's Own Words

Usage Log Data



Today's Completed Entry Feels Entirely My Own

Experience sampling after writing (7-point Likert)



"Even when none of the three fit, I saw **my own direction** more clearly." P9

"Even when it **didn't match** what I thought at first, once I added it, I rewrote it in my own way. In the end, it **felt like mine**." P1

"Because AI **left the sentence unfinished**, I felt like I was still doing the writing." P10

"I kept writing until the AI suggestion's **background color disappeared**." P8

INSIGHT 3

AI suggestions should **leave room for users** to revise and develop them into their own thinking, preserving agency beyond the limits of personalization.

PROJECT 2

FramePilot

AI-Powered UI Design Feedback to Support Design Decisions

TEAM PROJECT

Research lead;
interviews with 13 UI designers;
identified design considerations

PERIOD

2025.01 – 2025.12

CLIENT

Korea Institute of
Design Promotion (KIDP)

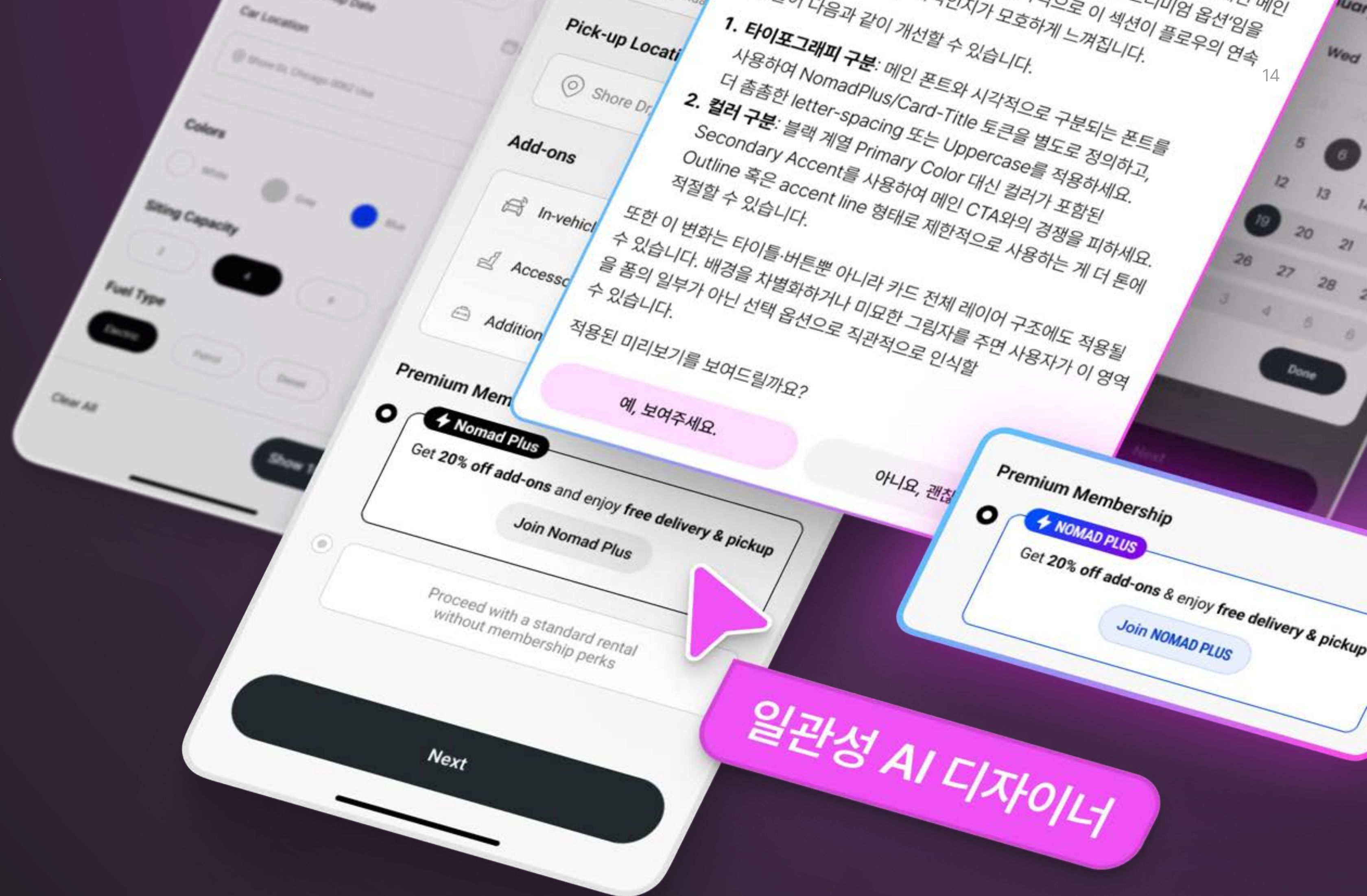
OUTCOME

Defined Design Requirements

This project explored how AI-generated design feedback could support real design work.

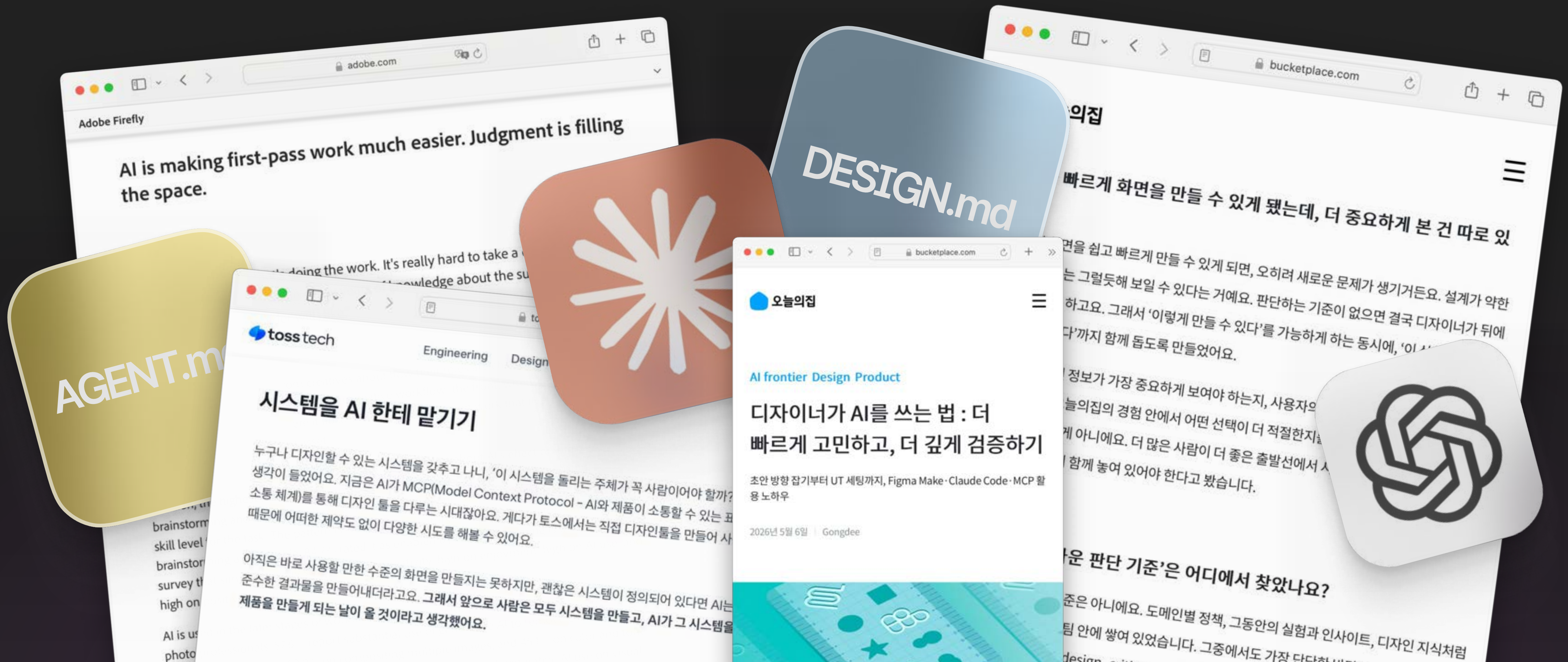
Through research with 13 UI designers, I identified key considerations and developed them into interaction concepts.

UI design used: <https://www.figma.com/community/file/1441037535722616333/car-rental-app-ui-ux-design>



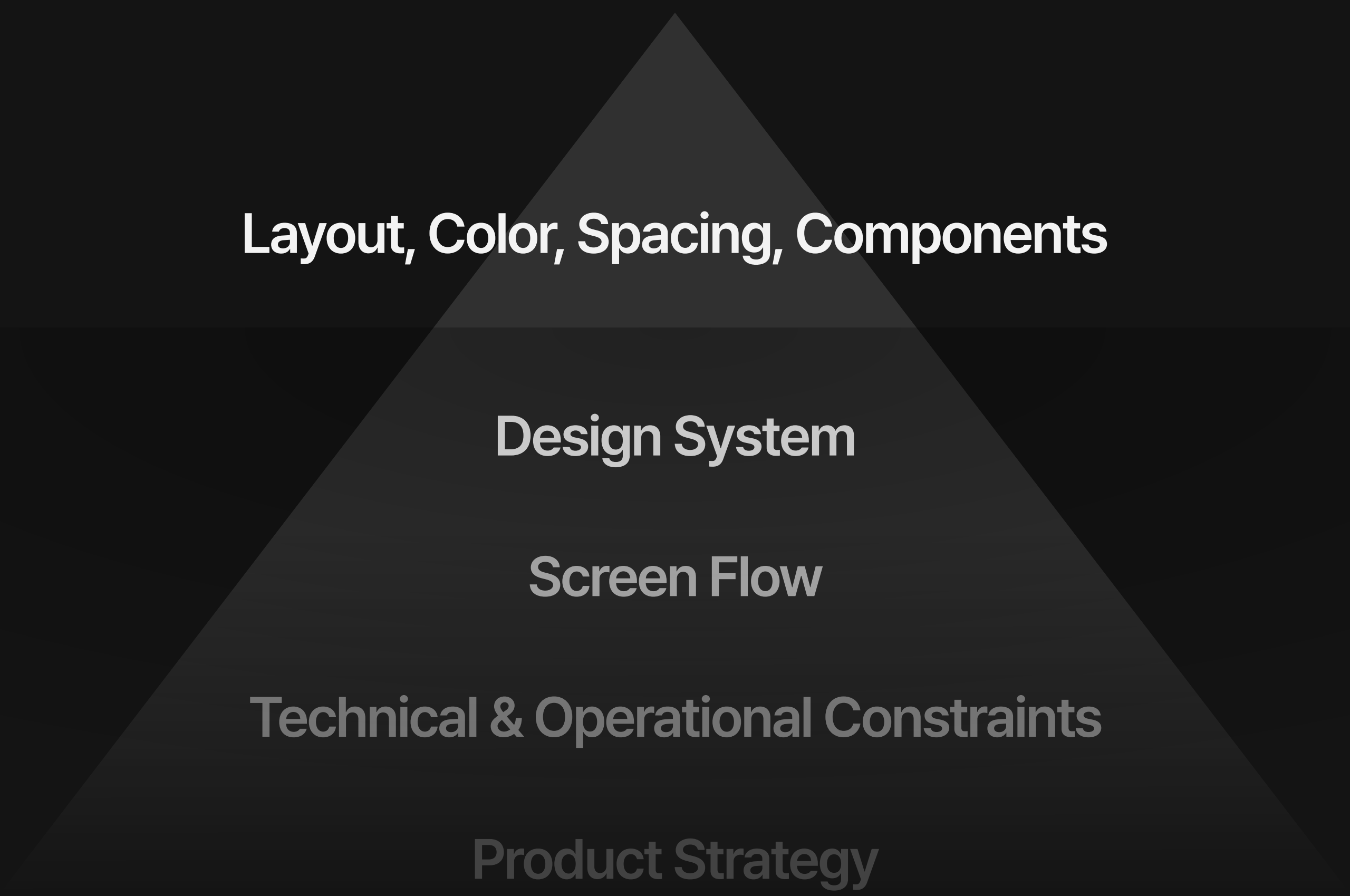
As AI Makes It Easier to Generate Designs, Designers' Judgment Matters More

Design is a complex thinking process that balances user experience, product goals, screen flows, design systems, and development constraints. Even as AI speeds up creation and review, designers still decide what is appropriate.



What Does AI Need to Support Designers' Thinking?

We studied how AI design feedback can be useful in practice, where designers must account for context and constraints beyond the screen.



Layout, Color, Spacing, Components

Design System

Screen Flow

Technical & Operational Constraints

Product Strategy

We conducted in-depth interviews with **13 UI designers across experience levels**.
We examined how they make design decisions, use AI tools, decide what to trust, and want AI to fit into their workflow.

In-depth Interviews

Themes

Participants

13

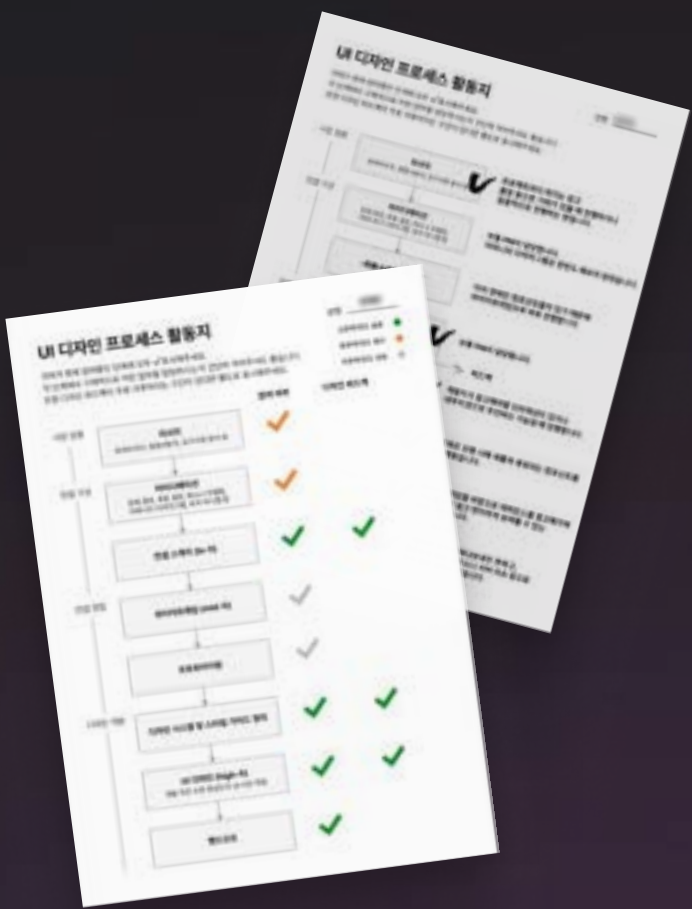
Experience

1-10 Years

Interviews

1,262 min

Design Thinking & Decision-Making



Using AI Tools in UI Design



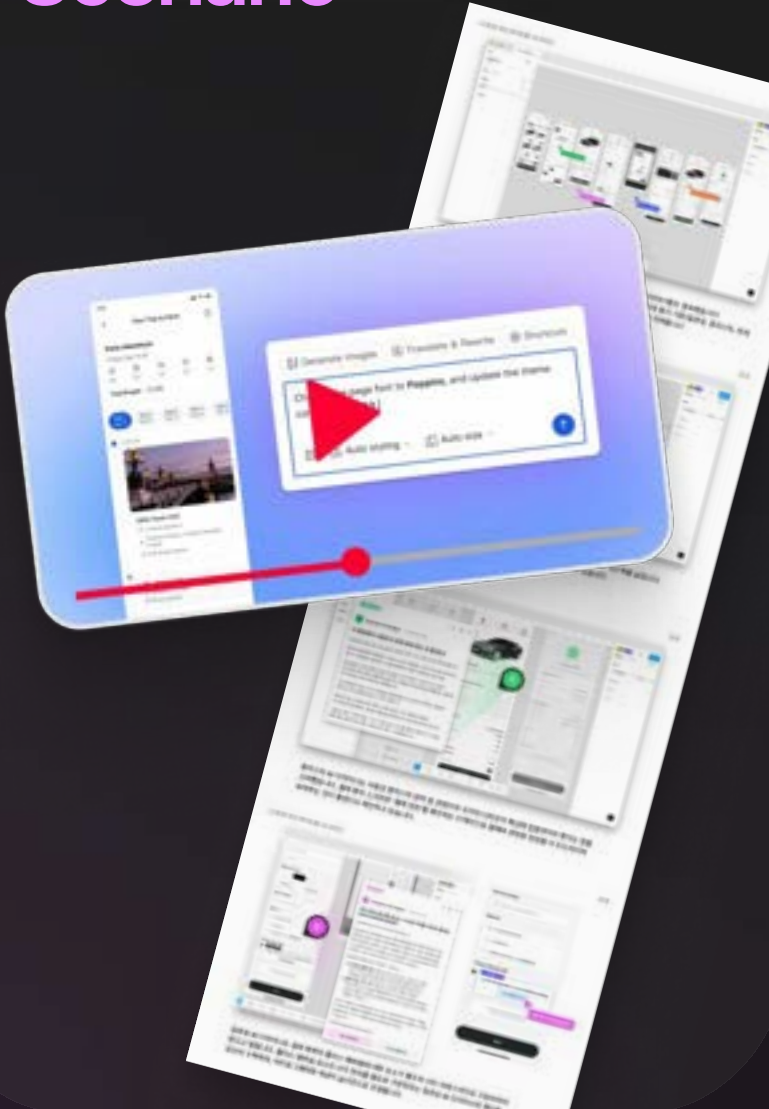
Design Feedback in Practice

Perspective & Criteria

Characteristics

Conditions of Useful Feedback

Future Collaboration Scenario



AI Design Feedback Must Reflect Context, Respect Constraints, and Fit the Workflow

"A design that does not fit the database structure eventually has to change." P13

"We consider time and engineering capacity. If it isn't essential, we find a leaner way to solve the same problem." P11

"Designers need to understand the development environment to account for issues like browser compatibility." P10

INSIGHT 1

**Design Decisions Require
Holistic Judgment
Across Context and Constraints**

"It helps when feedback explains why a design feels off and how to improve it." P7

"Feedback that ignored our research and ideation process was not useful." P8

"The best feedback preserved our intent while improving the design." P5

INSIGHT 2

**Good Feedback
Goes Beyond Evaluation
to Support the Next Decision**

"AI seems most useful for checking alignment with design principles, which designers can miss while working." P10

"When AI flags easy-to-miss issues early, it feels like a helpful first-pass review." P3

"Judging the full journey and multiple screens together is still the designer's job." P9

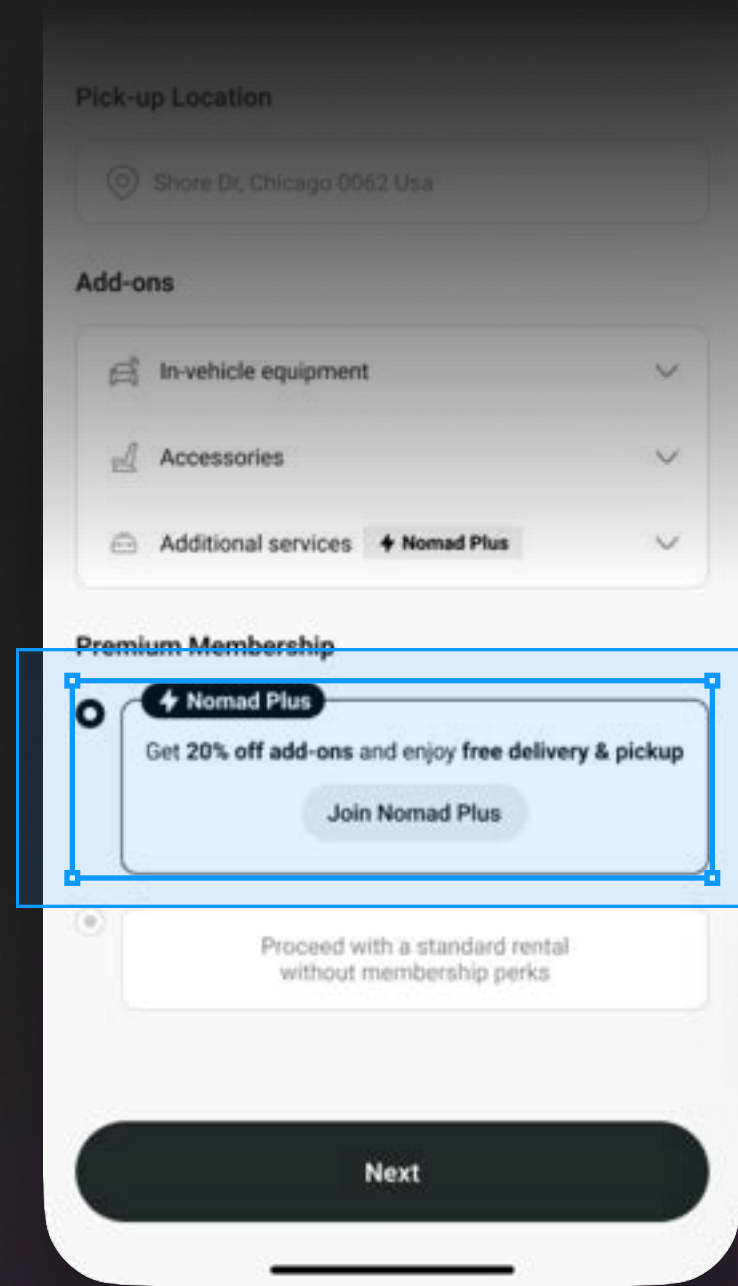
INSIGHT 3

**AI Helps with Quick Reviews
but Struggles to Apply
Context in Practice**

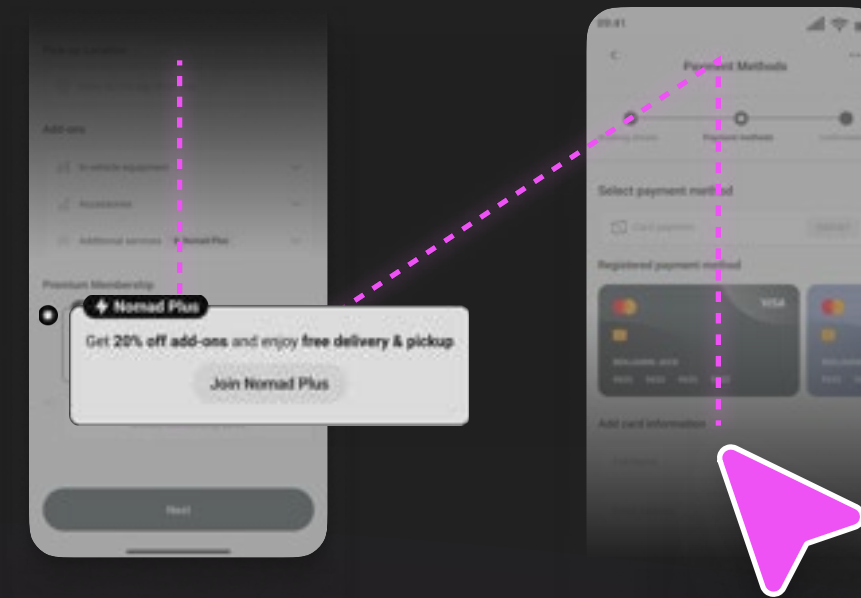
AI Design Feedback Must Understand Work Context and Design Intent

Useful feedback does more than apply generic UI principles. It considers product goals, target users, screen flows, and the design system, along with policy and technical constraints and the design intent.

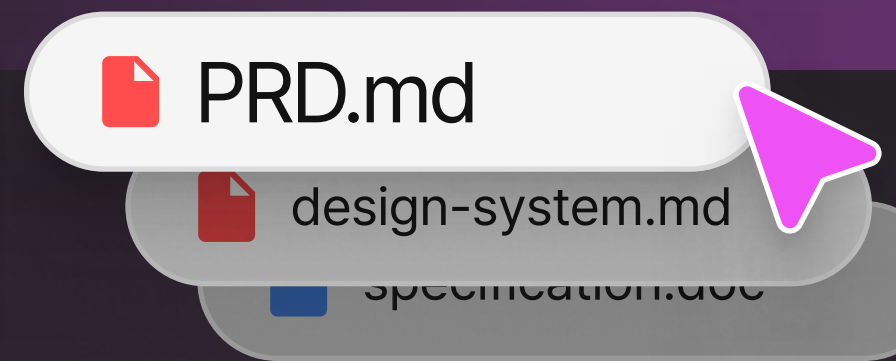
With that context, feedback can support decisions that fit the project.



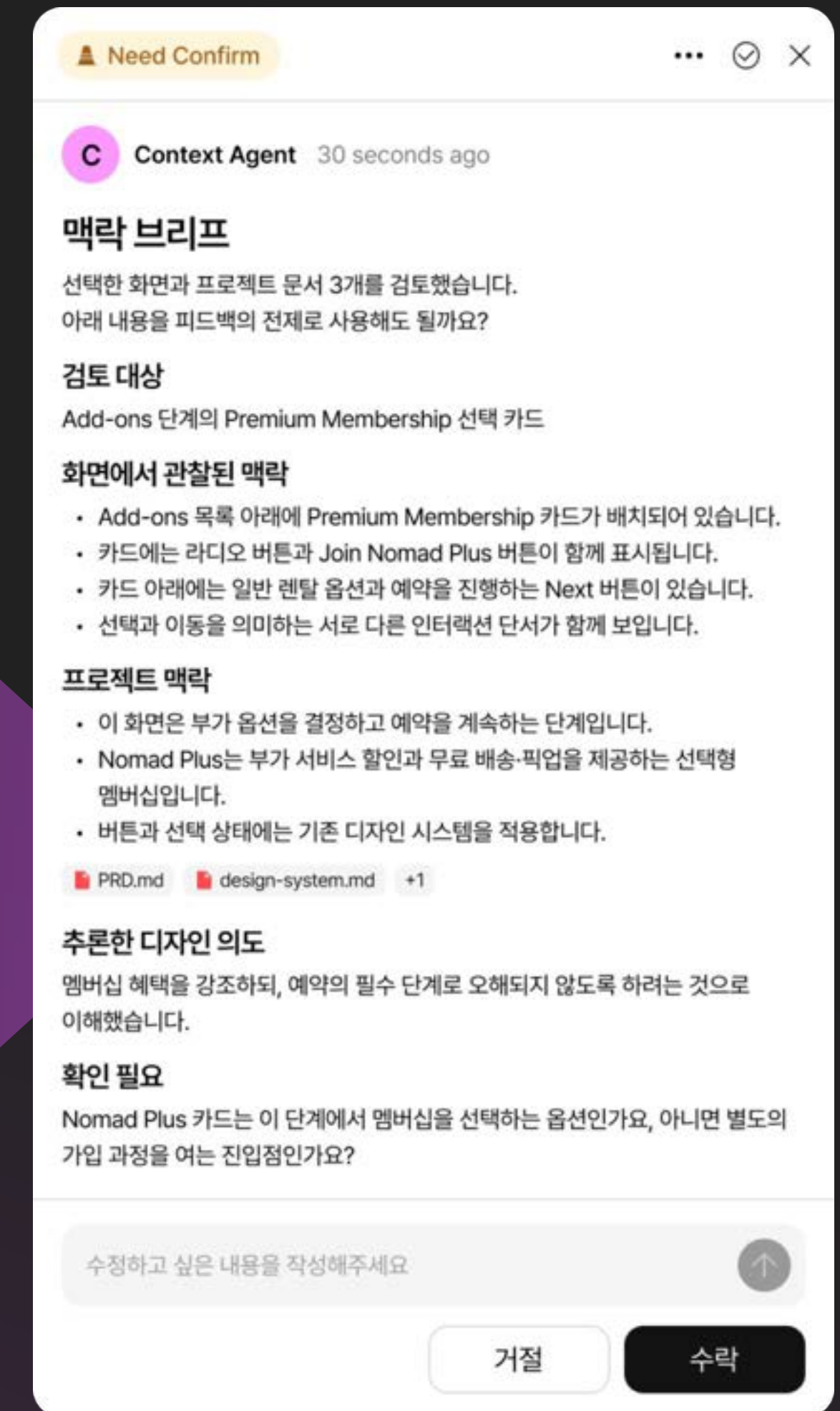
Select Feedback Target



Design Analysis



Search Project Context

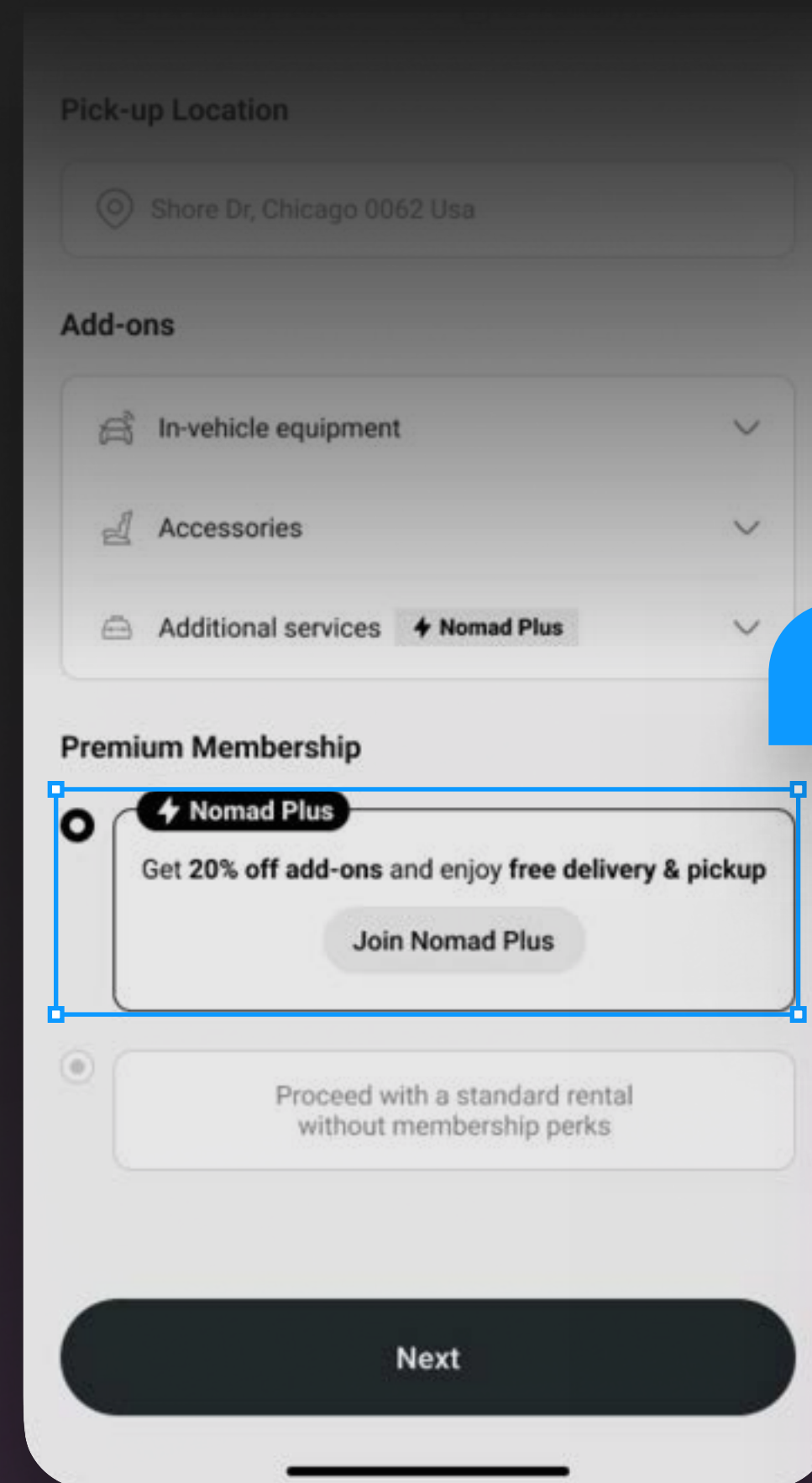


Context Brief

AI Feedback Should Offer Concrete, Visual, and Practical Guidance

Designers found feedback more useful when it clearly identified the issue and suggested a concrete direction for revision, rather than remaining abstract.

It should fit how designers work by anchoring comments to the screen, comparing before and after states, and presenting concrete alternatives in practical language.



피드백

@화면분석 으로 선택 구조를 확인하고, @디자인지식검색 · @규칙검사 를 통해 design-system.md의 선택 패턴과 버튼 위계 기준으로 검토했습니다.

design-system.md specification.doc +1

선택 방식과 행동 역할을 명확히 구분해주세요.

- 라디오 버튼과 Join Nomad Plus가 동일한 선택을 중복해서 표현합니다.
- Standard Rental과 선택 방식이 달라 옵션 간 관계가 불명확합니다.
- 카드 전체를 하나의 선택 영역으로 통일해주세요.
- Next만 다음 단계로 이동하는 Primary CTA로 유지해주세요.

확인 필요

멤버십 선택 후 별도의 약관 확인이 필요한지는 프로젝트 자료에서 확인되지 않았습니다.

피드백이 적용된 미리보기 시안을 보여드릴까요?

추가 질의 내용을 작성하세요

아니오

네, 보여주세요

Alternative 1

Premium Membership

- ☒ **Nomad Plus** **NOMAD PLUS**
Get 20% off add-ons and enjoy free delivery & pickup.
Membership benefits included
- ☐ **Standard**
Continue without membership benefits.
No additional membership

Alternative 2

Premium Membership

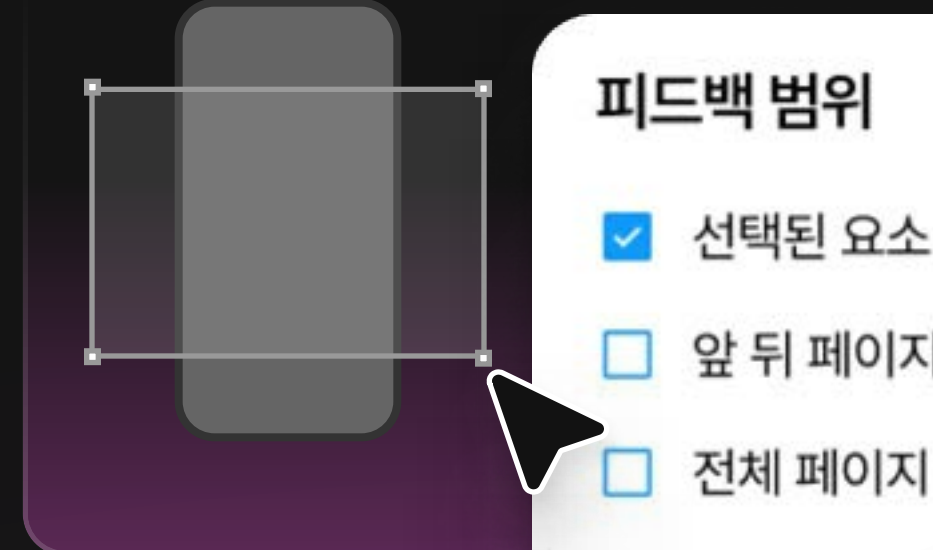
- ☒ **Nomad Plus** **NOMAD PLUS**
Get 20% off add-ons & enjoy free delivery & pickup
- 20% off Add-ons** **Free Delivery & Pickup**
[View membership details](#)
- ☐ **Standard**
Continue without membership benefits.

Designers Should Direct the AI Feedback Process

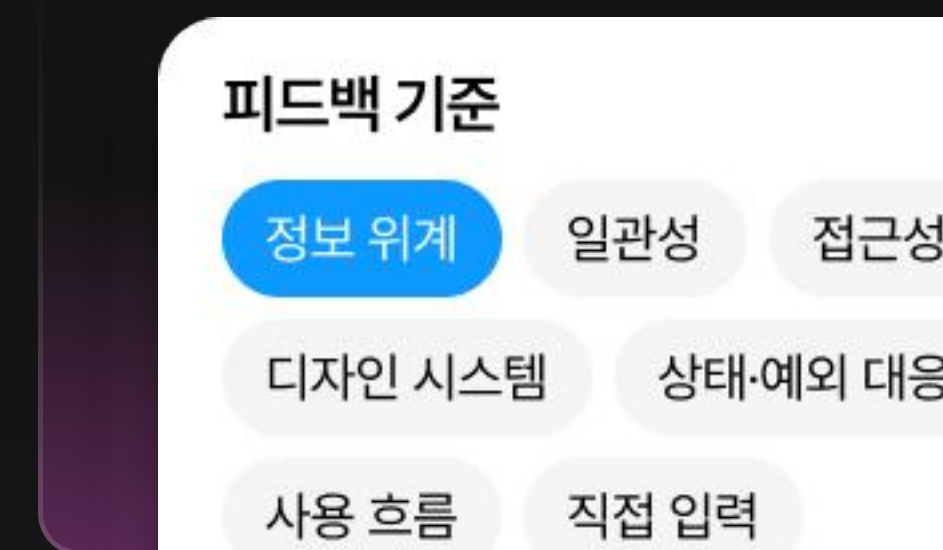
Designers wanted to set the focus and scope of feedback, explain their intent, and question or challenge the AI's reasoning rather than receive a one-sided evaluation.

AI feedback should work as an interactive aid that designers can review and adjust, rather than an assessment finalized and delivered automatically.

Define Feedback Scope



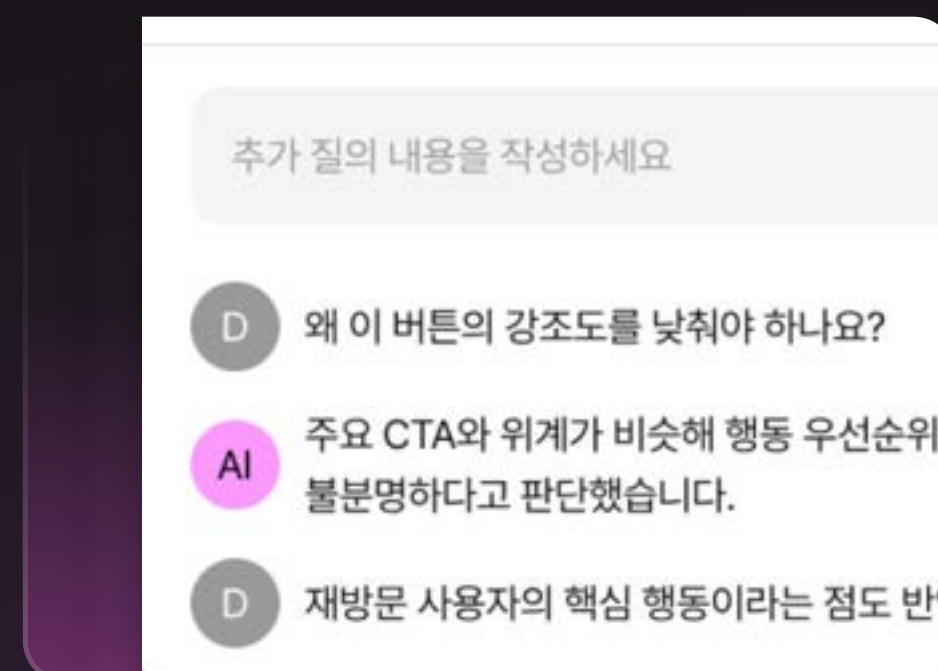
Set Feedback Criteria



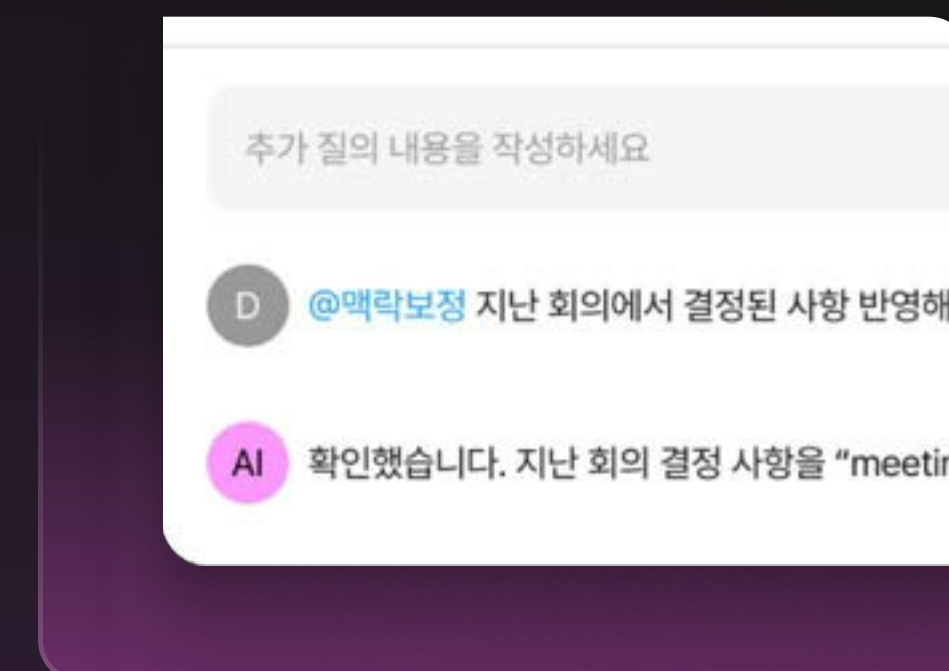
Explain Intent & Request



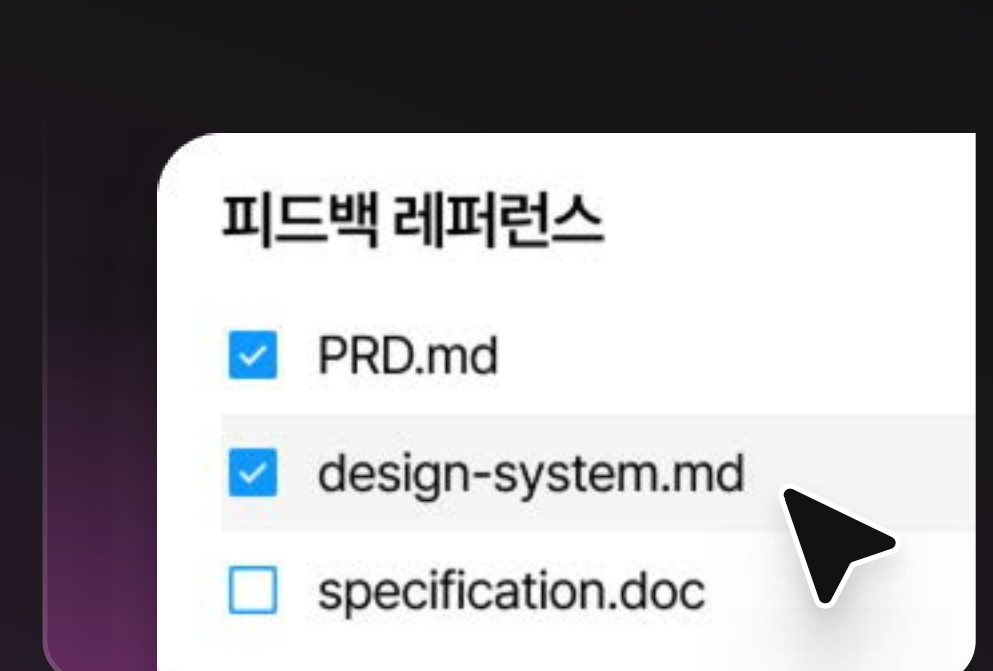
Follow-Up Questions



Correct Context



Manage References



AI Design Feedback Earns Trust by Showing Its Reasoning

Trust does not come from a confident AI voice. Designers treated feedback as worth reviewing when they could see how the AI understood the situation, which sources and criteria it used, and what still needed verification.

Work Context Summary

F Feedback Agent 30 seconds ago

최종 피드백

맥락 요약

Add-ons 단계에서 사용자는 Nomad Plus Membership 또는 Standard Rental을 선택한 뒤 Next 버튼으로 예약을 계속합니다.

맥락 브리프를 통해 Nomad Plus 카드가 별도 가입 과정의 진입점이 아니라, 현재 화면에서 멤버십 적용 여부를 선택하는 옵션임을 확인했습니다.

PRD.md context-brief.md +1

피드백

@화면분석 으로 선택 구조를 확인하고, @디자인지식검색 · @규칙검사 를 통해 선택 패턴과 버튼 위계 기준으로 검토했습니다.

design-system.md specification.doc +1

선택과 이동의 역할을 구분해주세요.

- 라디오 버튼과 Join Nomad Plus가 동일한 선택을 중복해서 표현합니다.
- Standard Rental과 선택 방식이 달라 옵션 간 관계가 불명확합니다.
- 카드 전체를 하나의 선택 영역으로 통일해주세요.
- Next만 다음 단계로 이동하는 Primary CTA로 유지해주세요.

확인 필요

멤버십 선택 후 별도의 약관 확인이 필요한지는 프로젝트 자료에서 확인되지 않았습니다.

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추가 질의 내용을 작성하세요



아니오

네, 보여주세요

BBBK Redesign

Mobile UX Redesign for a Volunteer Interpretation Service

TEAM PROJECT

Conducted benchmarking and defined UX requirements; designed the iOS volunteer app as one of four designers

PERIOD

2022.09 - 2023.01

CLIENT

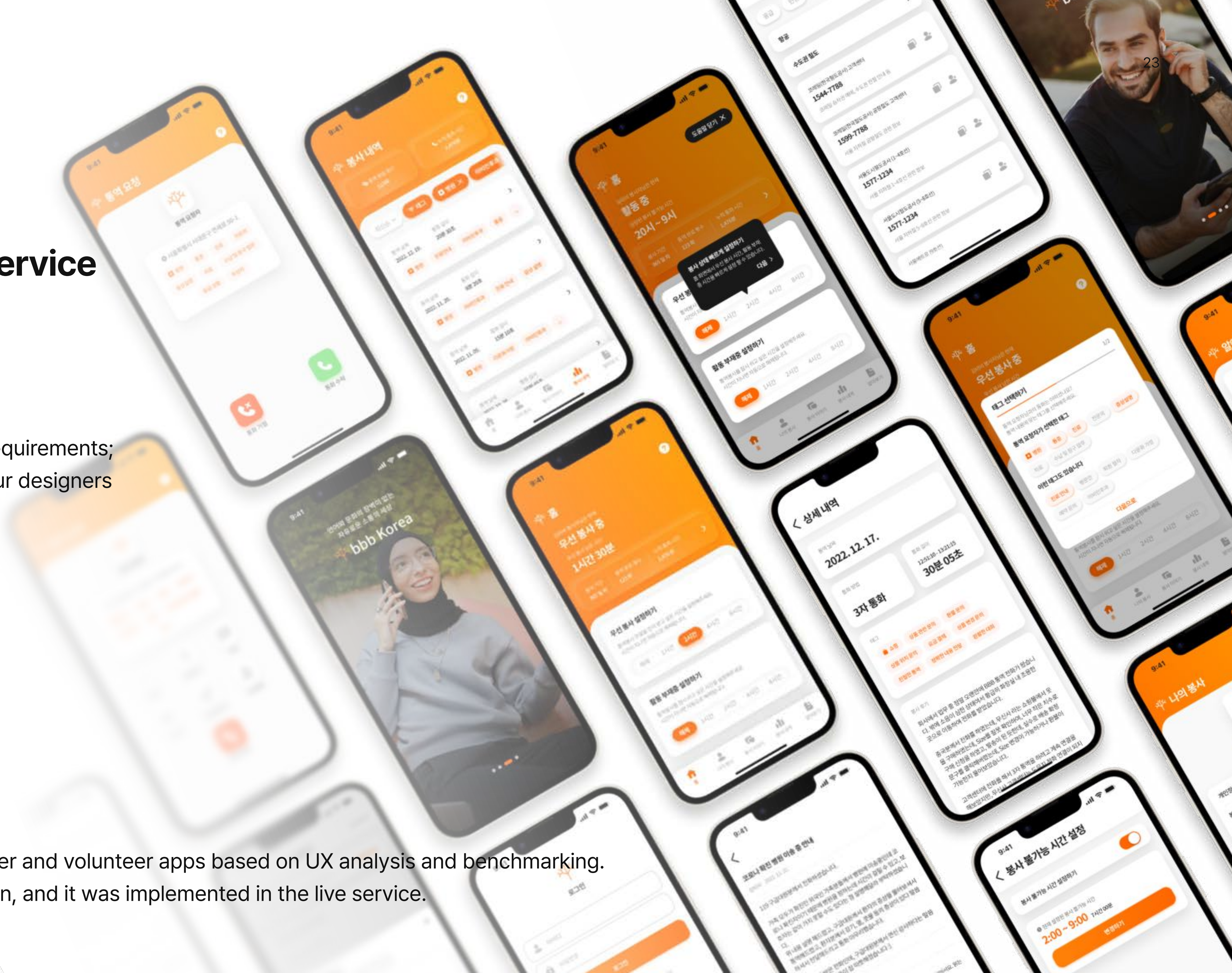
BBB Korea

OUTCOME

Final UI implemented in the live service

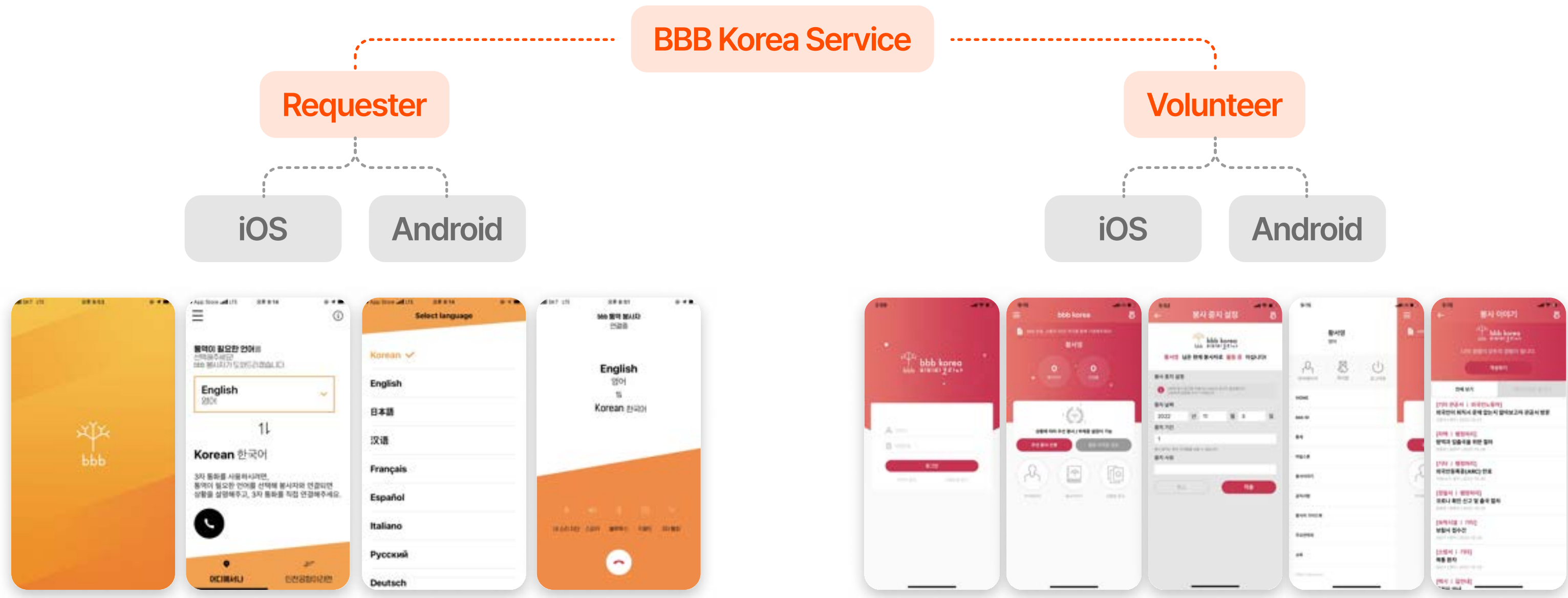


Redesigned 388 screens across the requester and volunteer apps based on UX analysis and benchmarking. Handed off the final UI to developers in Zeplin, and it was implemented in the live service.



The Service Needed Broader UX Improvements Before Adding a New Feature

BBB Korea connects people who need interpretation with volunteer interpreters through separate requester and volunteer apps. As the team introduced situation tags to improve communication, the redesign also addressed the structure and consistency of the overall mobile experience.



Consistent App Experience

Provide a consistent experience across both apps on iOS and Android.

Faster Access to Core Tasks

Make time-sensitive features faster and easier to access.

Support Situation Tags

Integrate situation tags into the UX and interface.

Mapping Flows Revealed the Core UX Issues

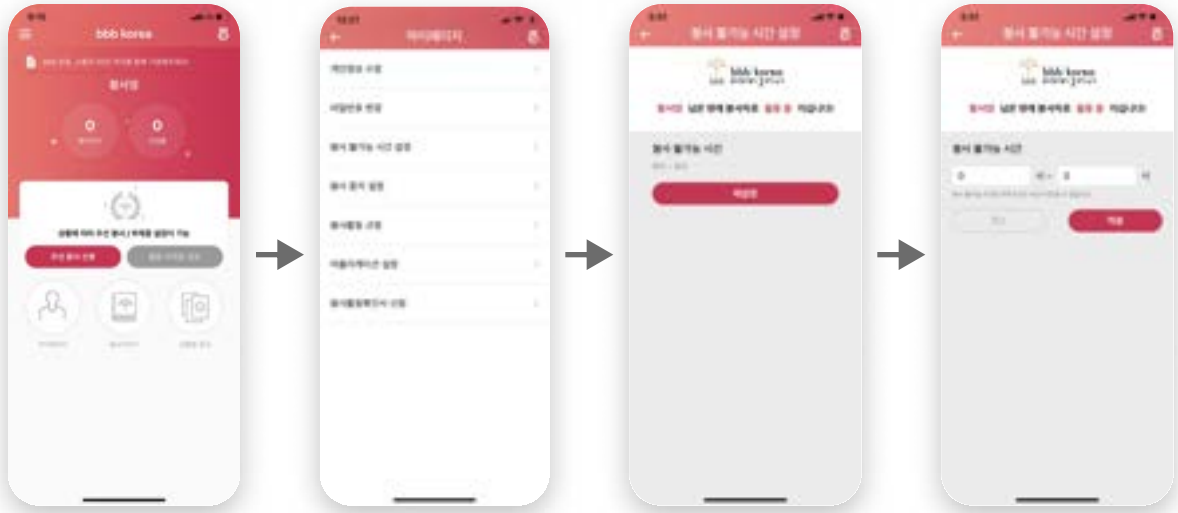
Mapping the current screens and flows revealed that deep navigation, scattered entry points, and unclear feedback disrupted core tasks.

As-Is Flow Map



PROBLEM 1 Excessive Navigation Depth

Reaching core functions took too many steps. Setting volunteer availability required up to 4 taps.



PROBLEM 2 Fragmented Entry Points

Entry points for language settings and volunteer status were scattered and hard to find.

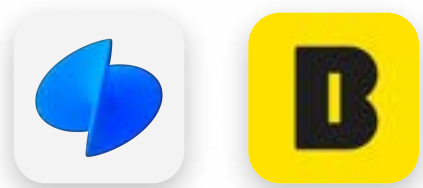


PROBLEM 3 Insufficient Feedback

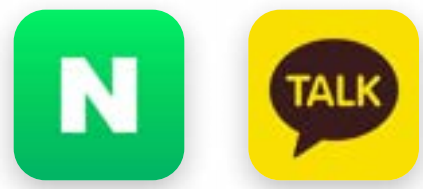
Users could not immediately confirm an action's result or tell where they were in the flow.

Benchmarking Defined the Redesign Direction

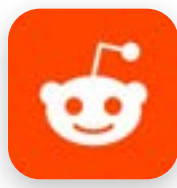
To turn the issues found in the requirements analysis into concrete redesign directions, we benchmarked services with similar interaction patterns.



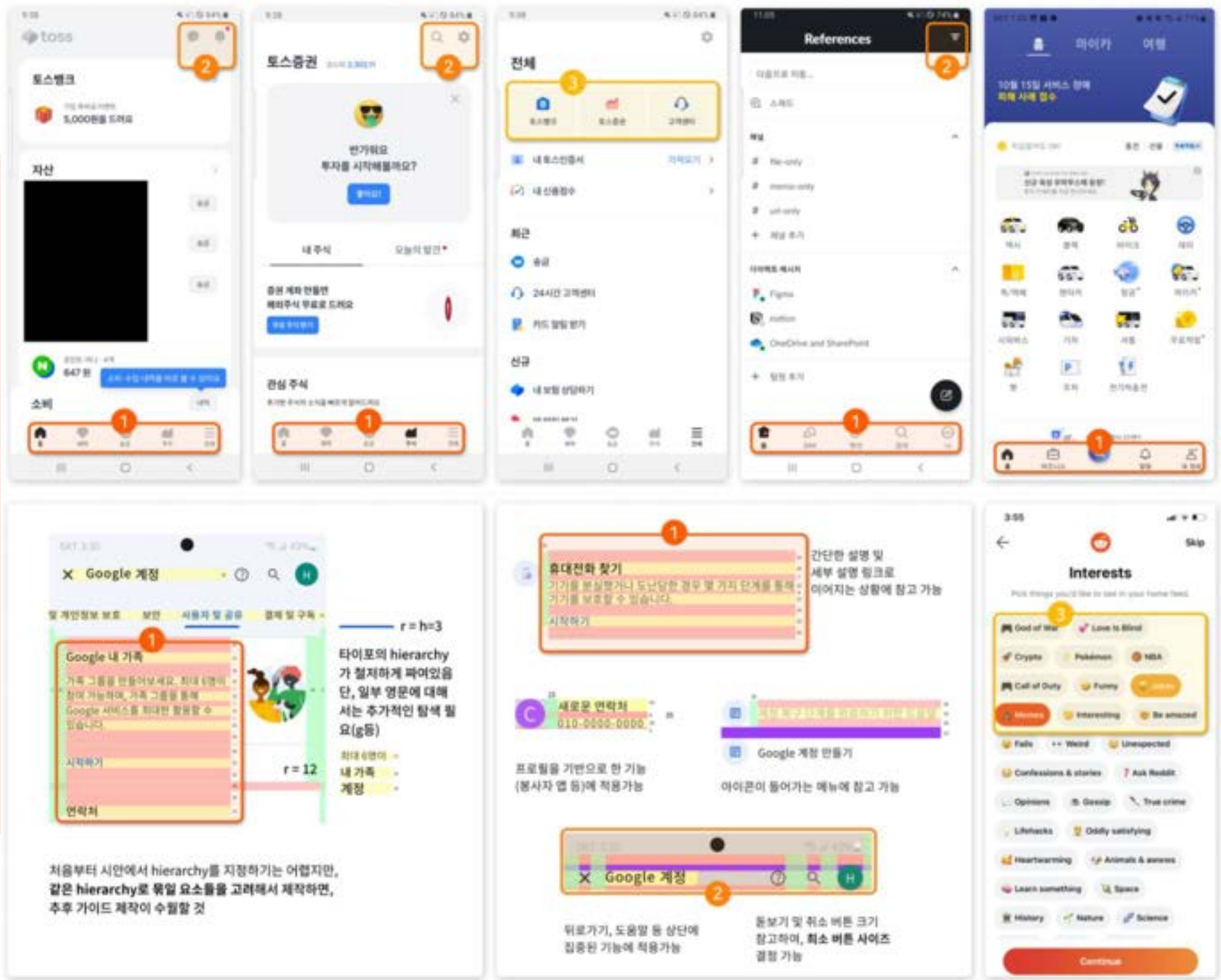
Fast-Access Financial Service



Multi-Feature Service for All Ages



Hashtag-Based Community



INSIGHT 1 Bottom Navigation

Moving key actions out of a hidden hamburger menu and into bottom navigation improves access.

INSIGHT 2 FABs and Feature Grouping

Group urgent or closely related actions, and use FABs for functions that need quick access.

INSIGHT 3 Platform Conventions

Navigation, tab behavior, and typography follow iOS and Android guidelines for a familiar, platform-appropriate experience.

Two Apps. One Experience.

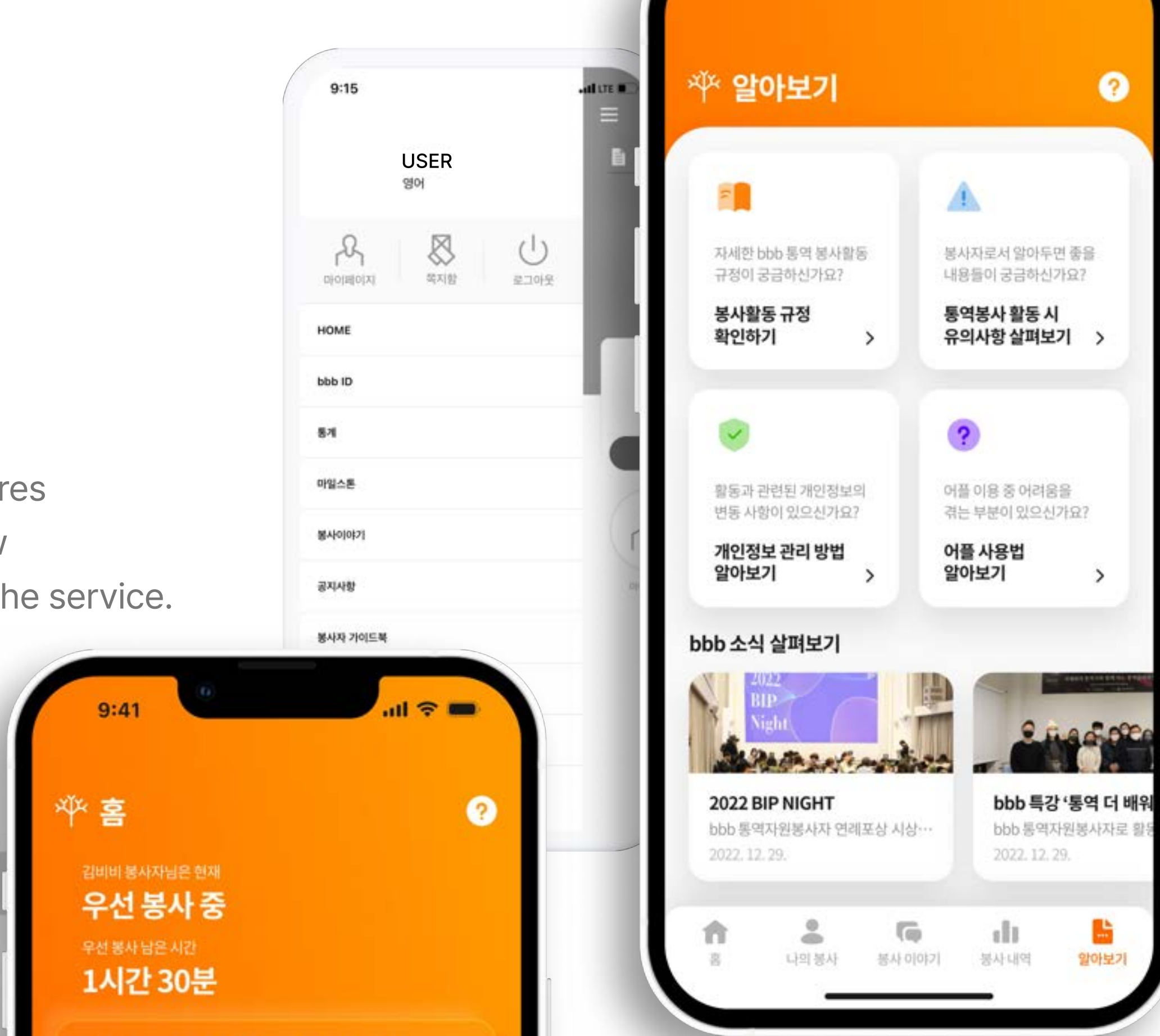
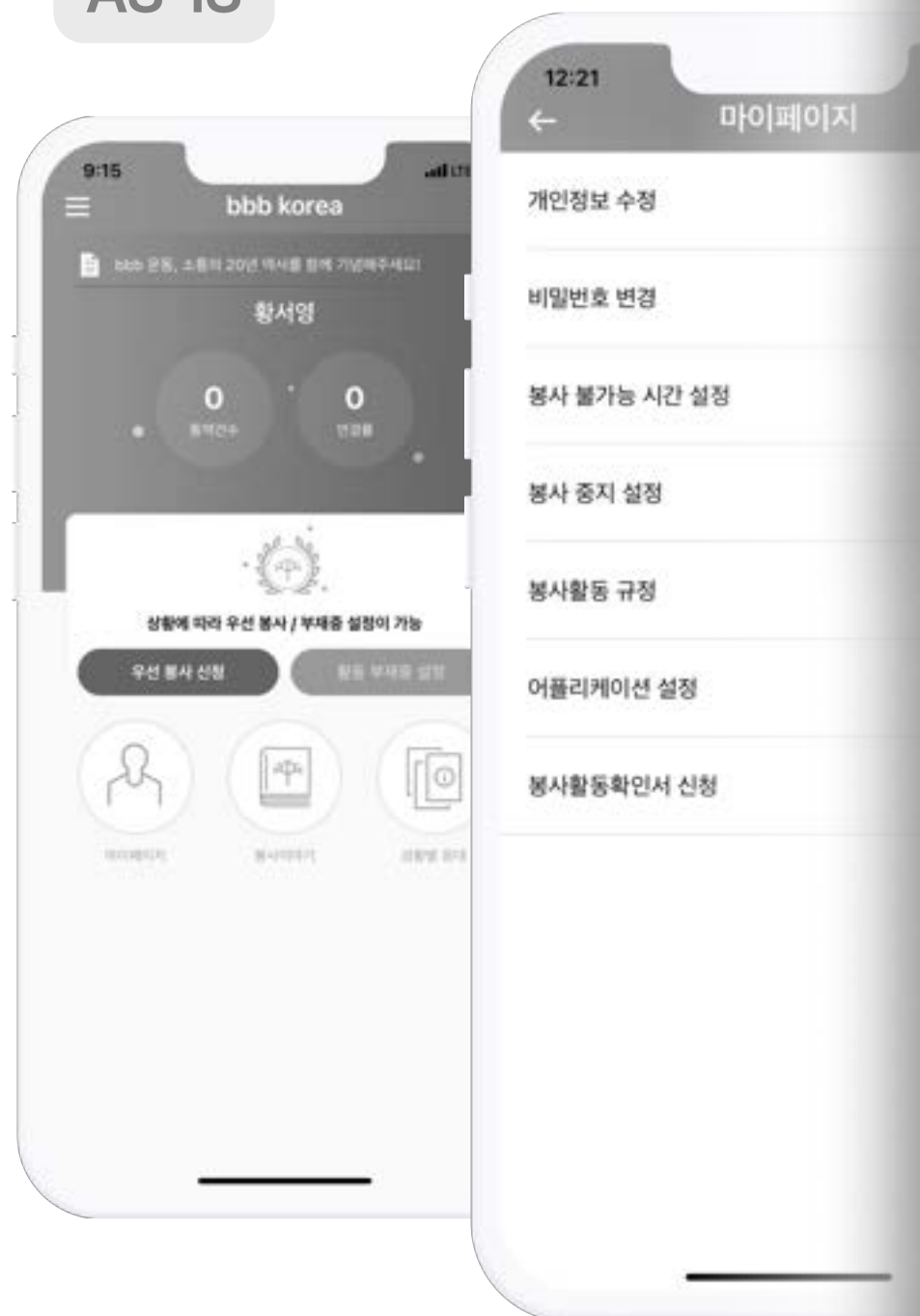
We addressed the different goals and needs while giving both apps a consistent visual language so they felt like one service.



Simpler Flows. Fewer Steps.

We reorganized scattered features and duplicate paths around how requesters and volunteers use the service.

AS-IS



TO-BE

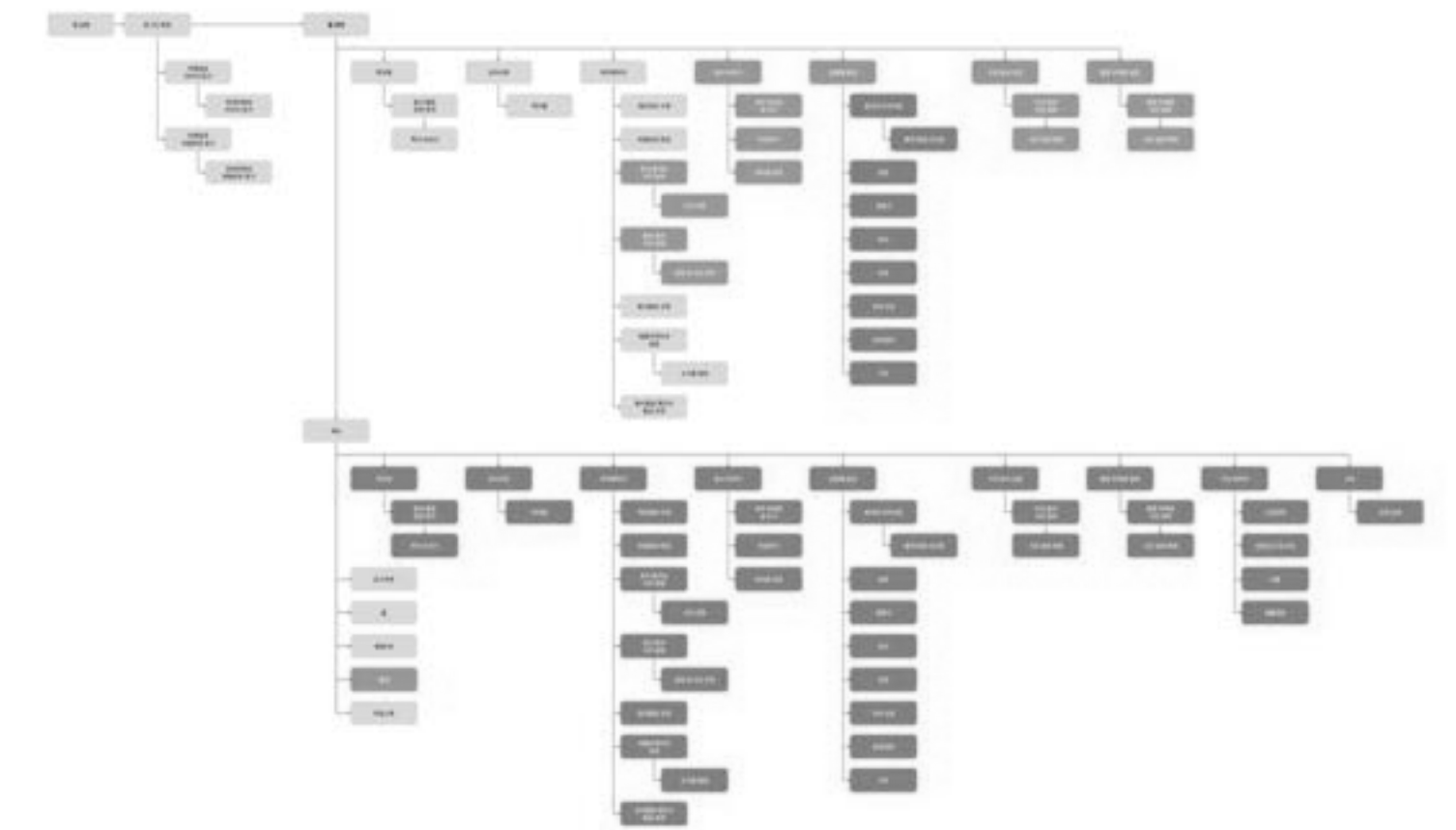
Average Taps to
Complete a Core Task

1.8 taps ↓

Average Screen Transitions
to Reach a Core Task

3 transitions ↓

AS-IS



TO-BE



Design Guidelines for a Consistent Experience

We applied consistent principles across the color palette, typography, icons, buttons, layout, and visual tone to improve usability and strengthen the brand.

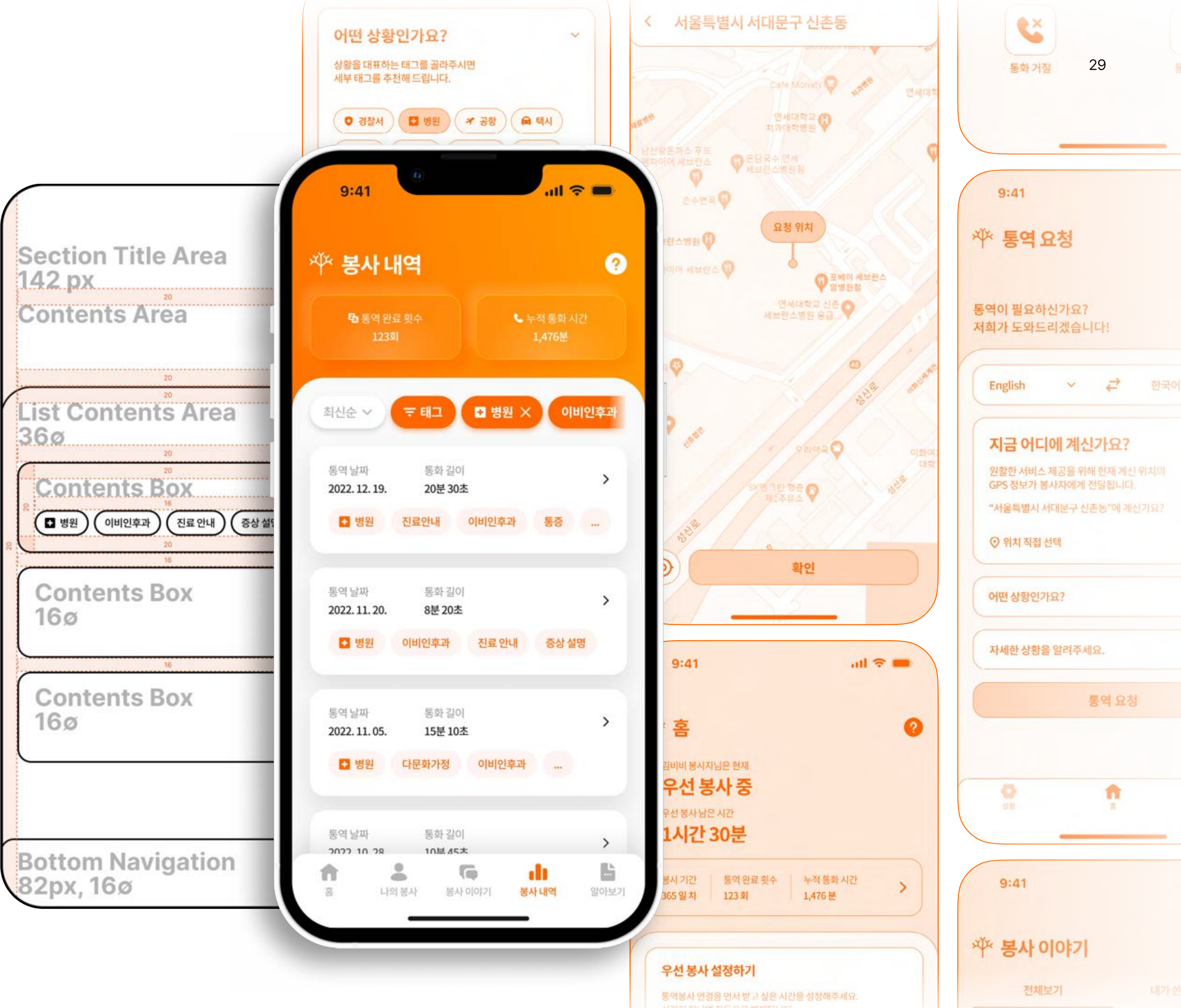
Filter buttons



Selectable buttons

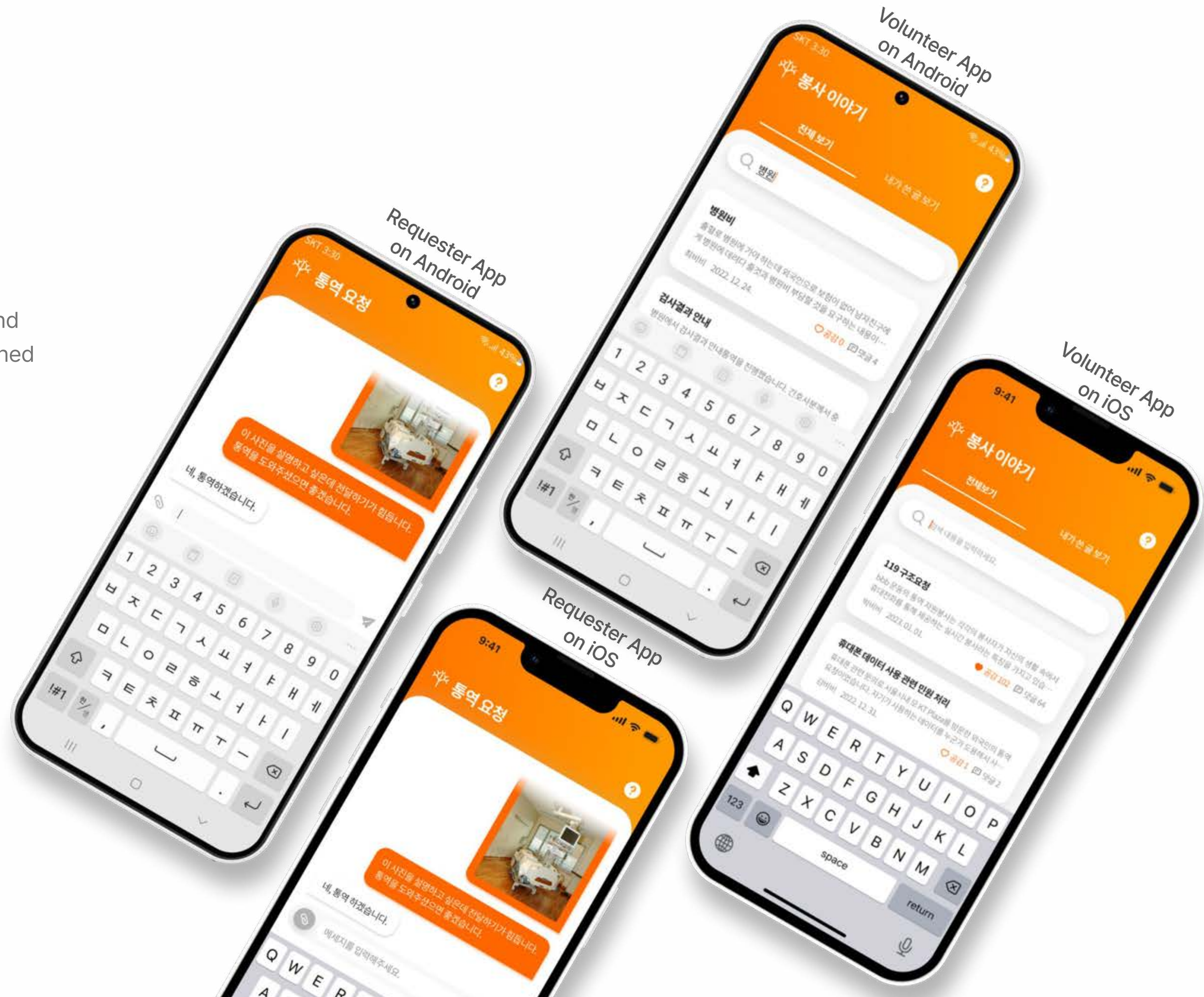


Disabled buttons



Adapted to iOS and Android Conventions

We balanced visual consistency with each platform's design conventions and interaction patterns so the apps matched users' expectations.



PROJECT 4

BBB

A New Interpretation Service Built by People and AI

TEAM PROJECT

Team of 4 designers;
Group conversation and sign language interpretation UX;
Key feature ideation and UI design

PERIOD

2023.03 - 2023.05

CLIENT

BBB Korea

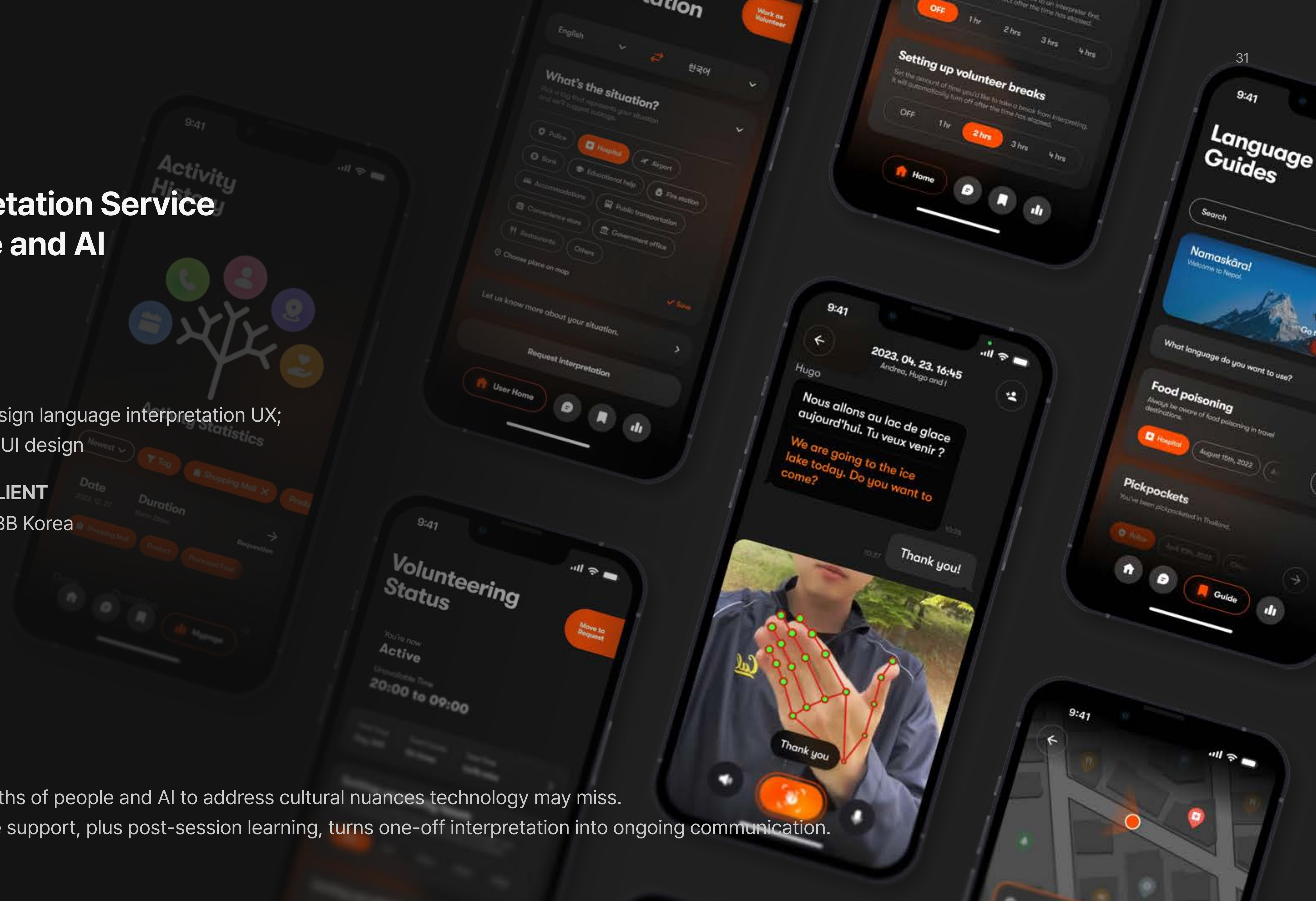
OUTCOME



reddot winner 2023

We combined the strengths of people and AI to address cultural nuances technology may miss.

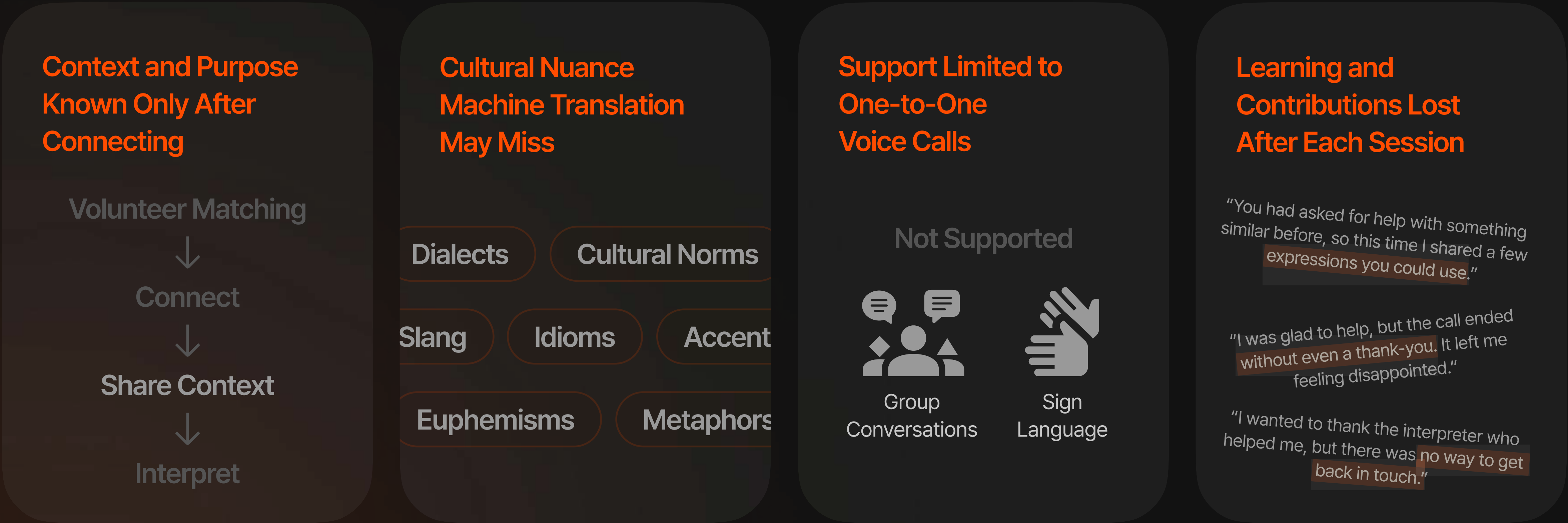
Group and sign language support, plus post-session learning, turns one-off interpretation into ongoing communication.



In the Age of AI Translation, When Do We Still Need People?

BBB Korea's existing service connects people who need interpretation with volunteer interpreters by phone.
As AI makes basic translation faster and more accessible, we re-examined where human interpreters still add essential value.

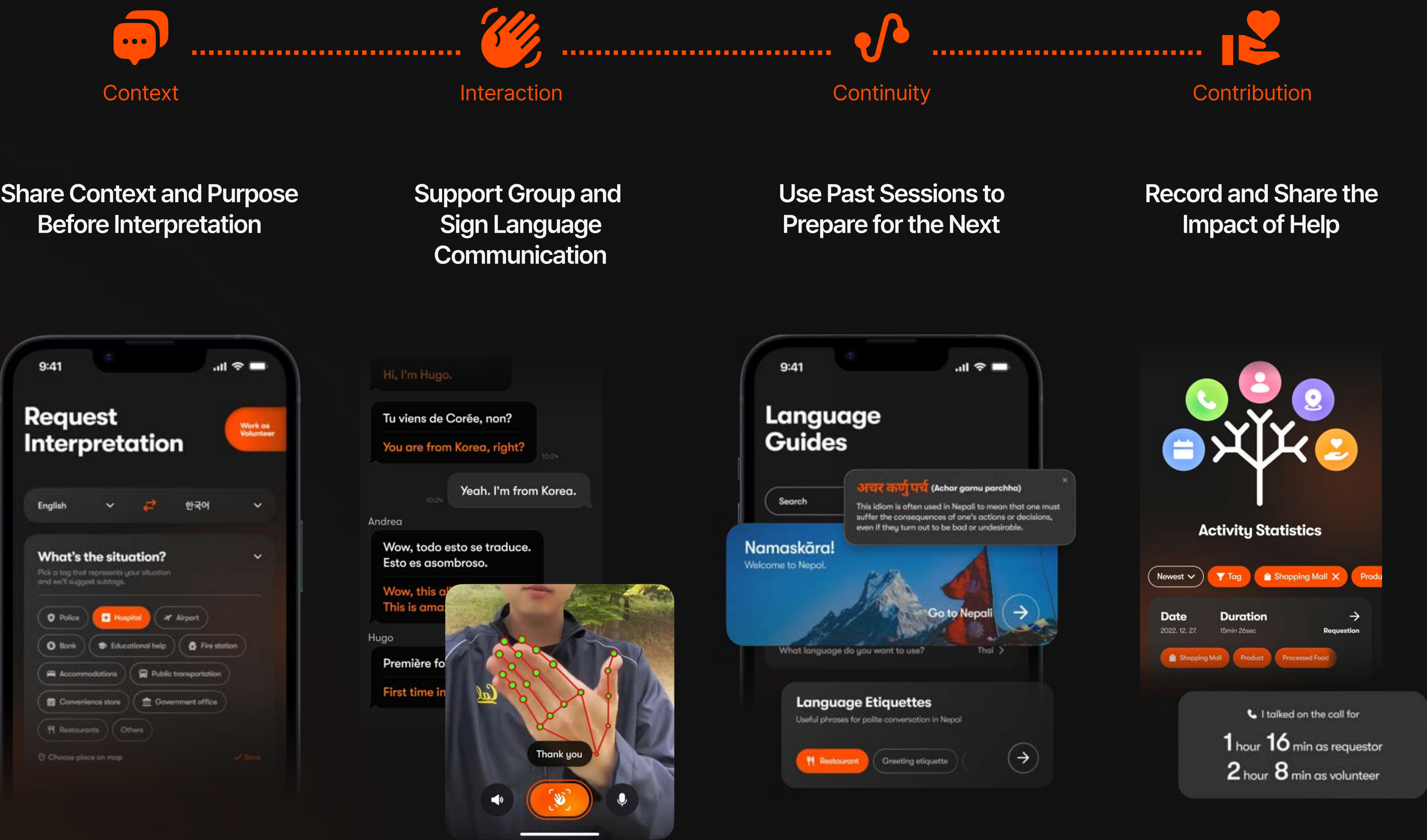
Current Limitations



Technology
Expands Access.
People Deepen
Understanding.

AI supports rather than replaces human interpreters. It prepares context, enables group and sign language conversations, and turns past sessions into guidance.

People add the nuance and trust technology may miss.

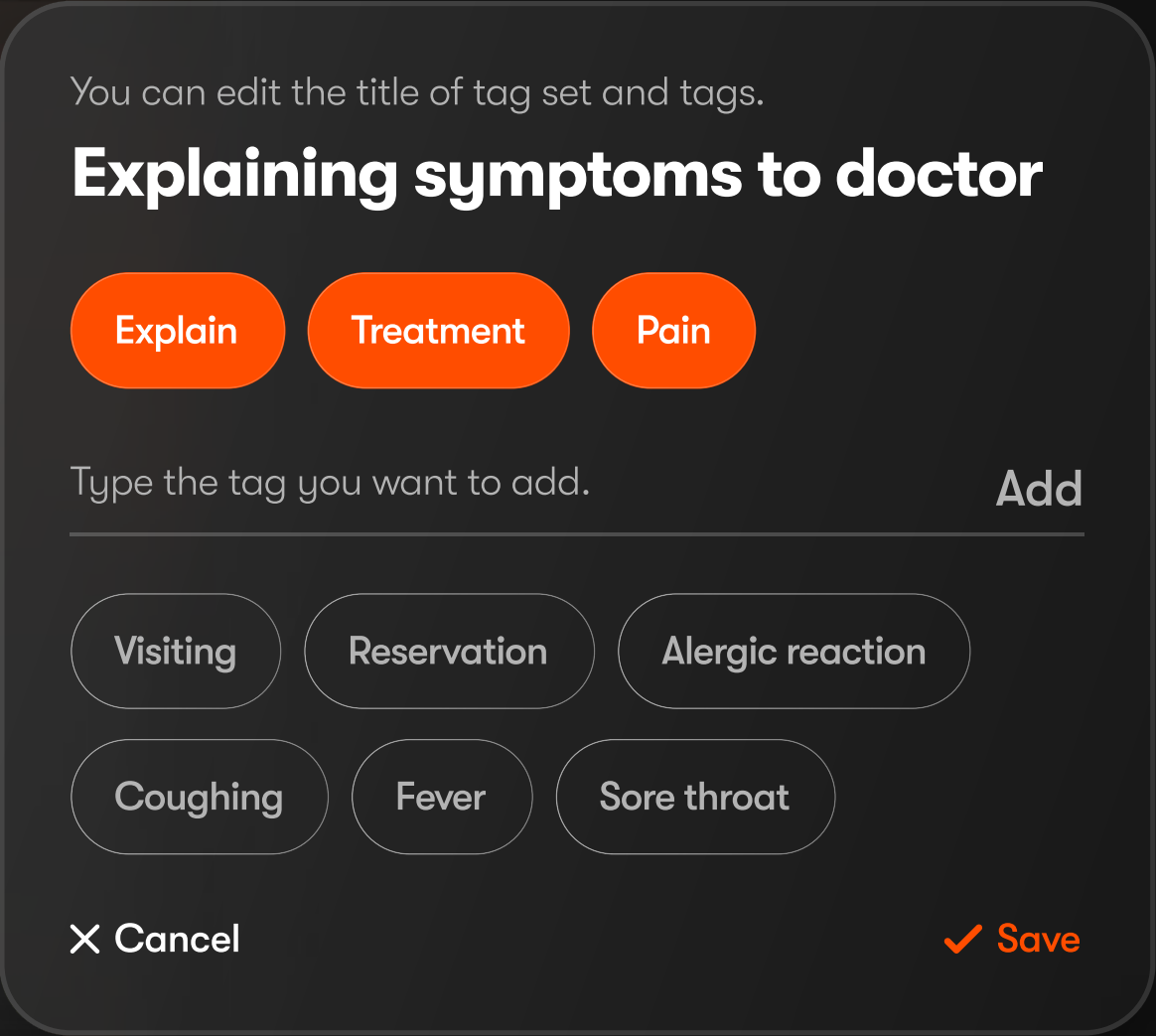
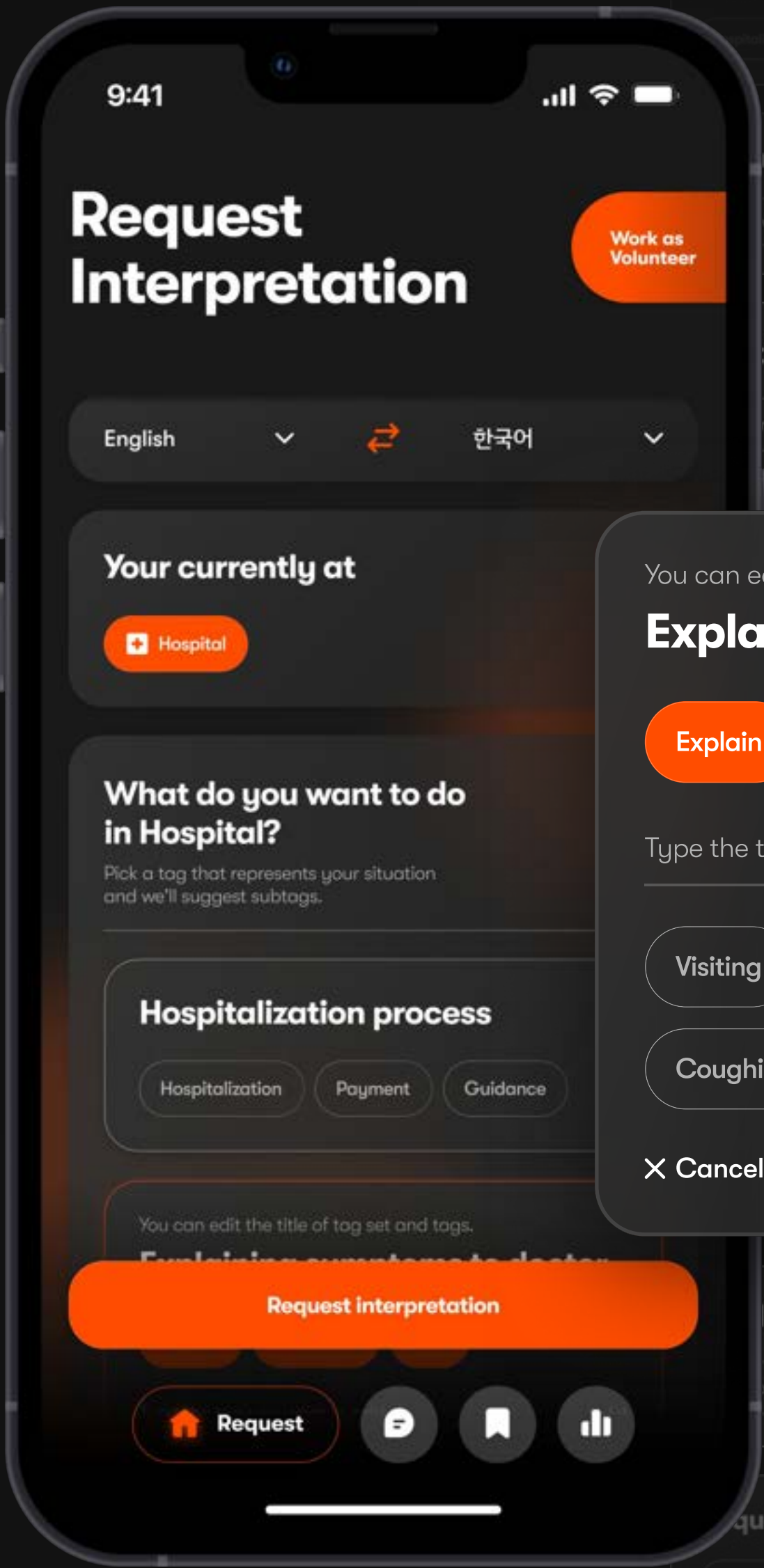
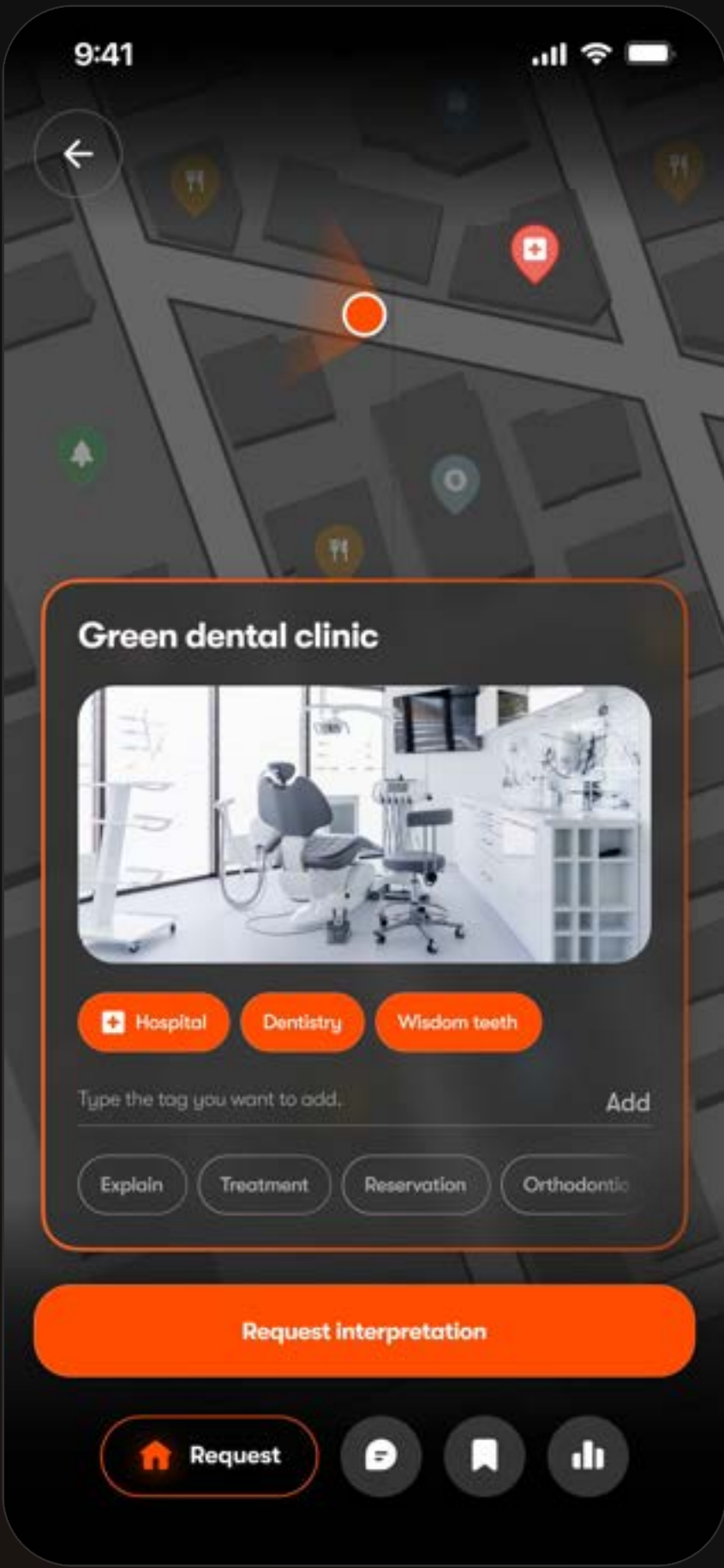


Share Context Before Interpretation

Previously, interpreters had to ask about the user's location, purpose, and urgency after connecting.

Before submitting an interpretation request, users **select situation tags** and **AI suggests additional ones** based on context.

Interpreters can **understand the request** as soon as they connect and provide the needed support right away.

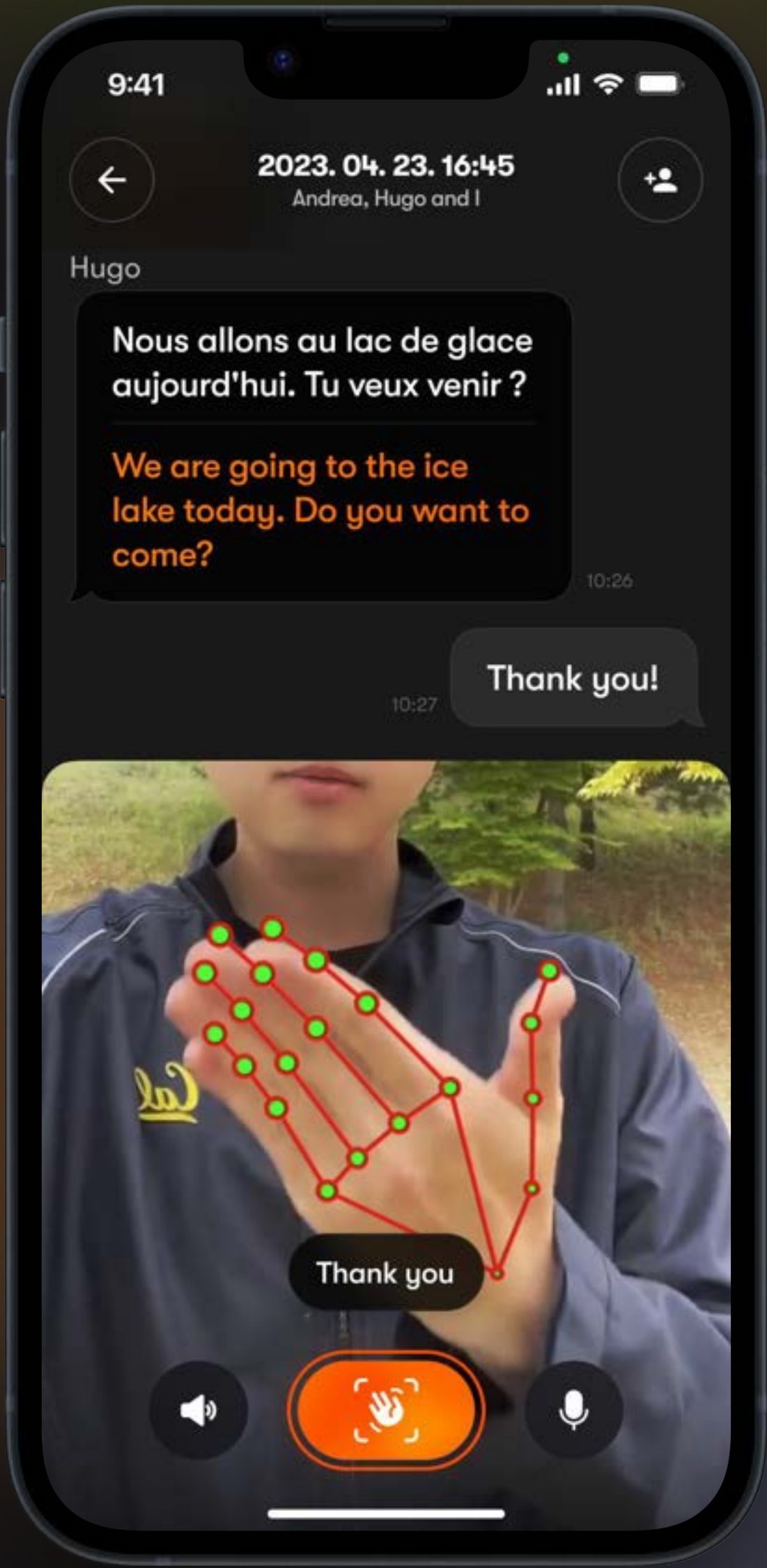
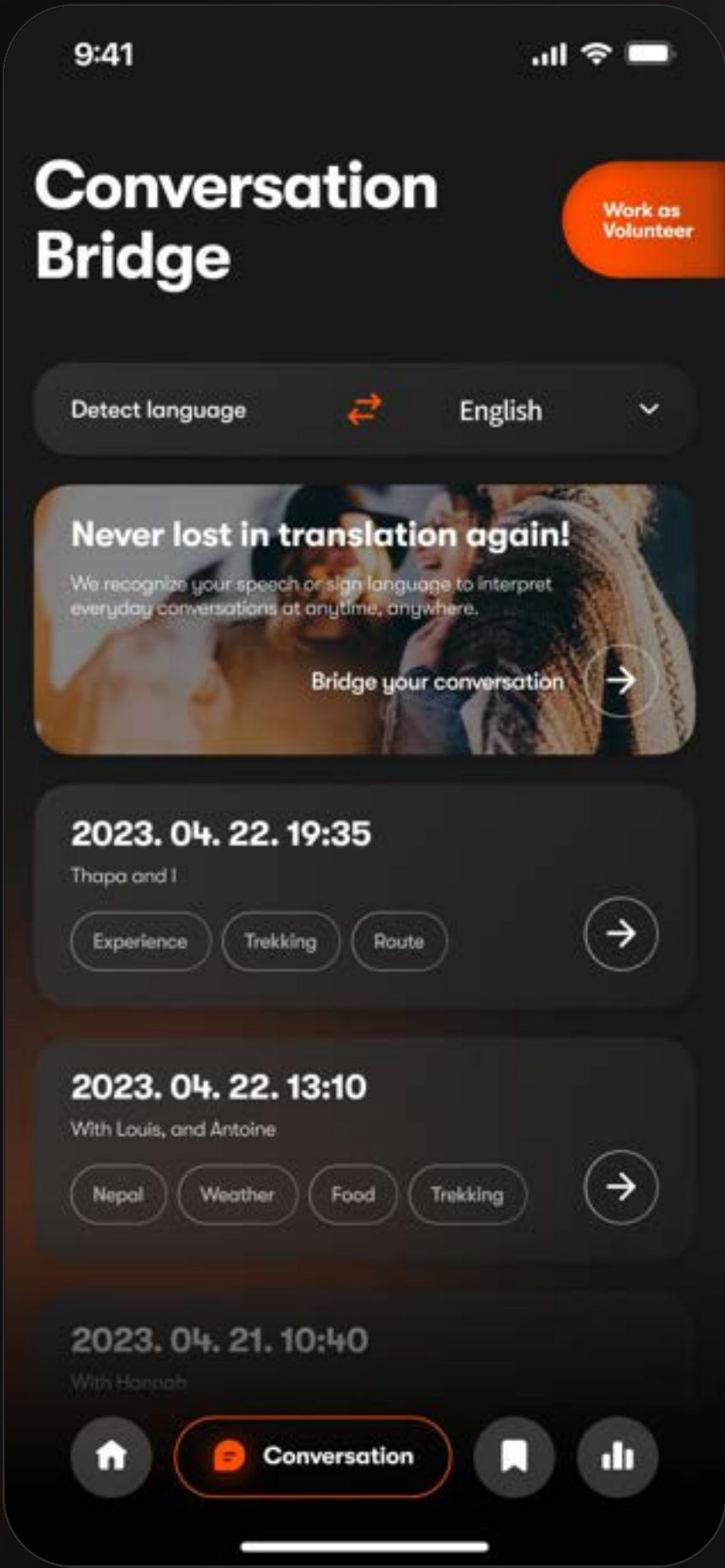


Real-Time Interpretation Across Languages and Modes

One-to-one voice calls cannot easily support conversations involving multiple languages or sign language users. We used AI to support multiple speakers and communication modes.

In **group conversations**, AI identifies each speaker and language, then provides the appropriate translation.

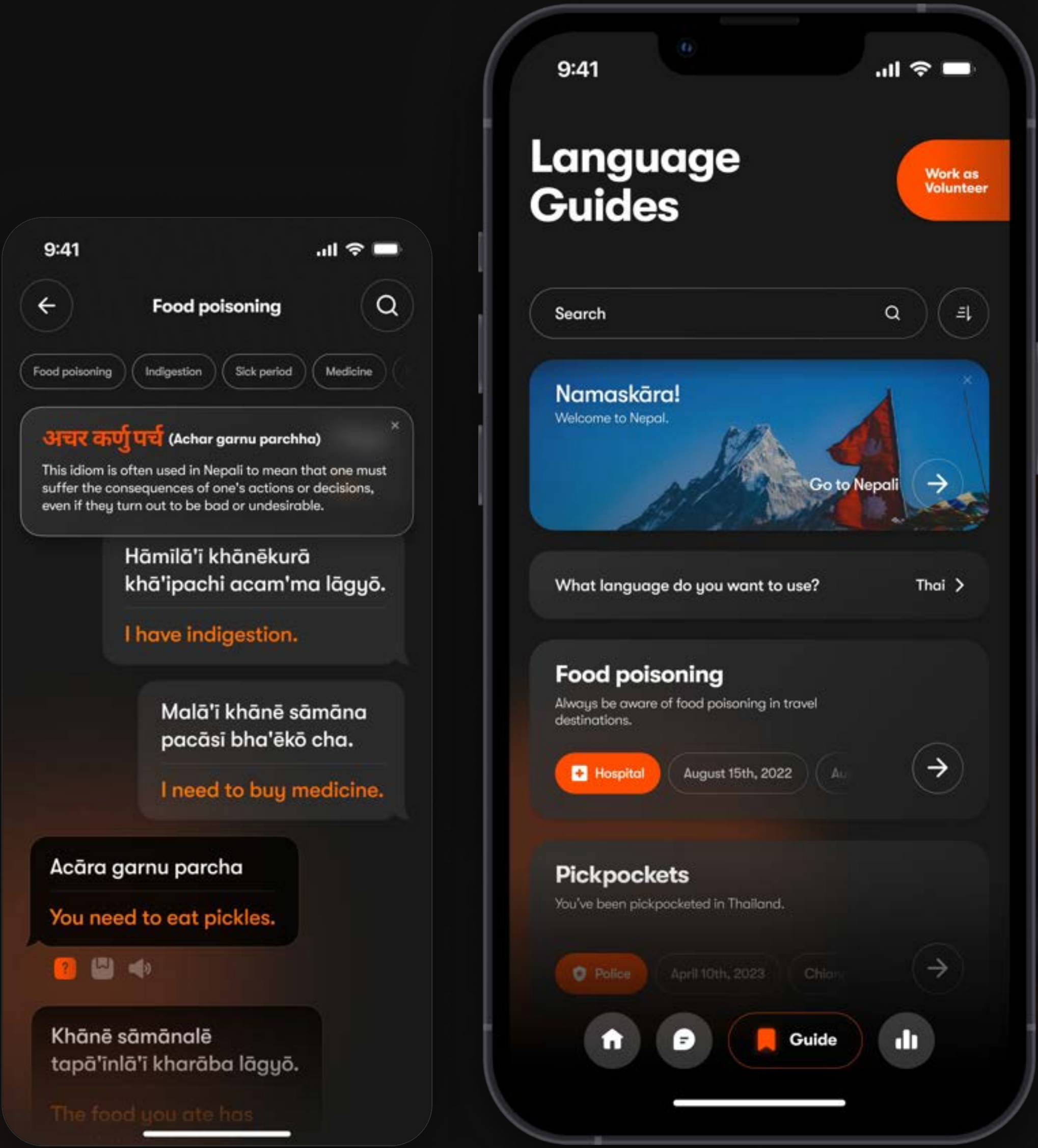
In **sign language** interpretation, it turns signs into sentences and speech into text.



Turn Past Sessions into a Personal Language Guide

A personalized language guide keeps **useful expressions and cultural context** from being lost after each session.

Based on location and usage history, it recommends relevant phrases, expressions from past conversations, and cultural notes, turning interpretation records into a learning resource for **future communication**.



Track the Impact of Every Interpretation

Volunteers previously had little visibility into their contribution after a call.

An activity log records the time, location, context, and messages of thanks, helping each interpretation lead naturally to future participation.

Mostly, I helped people who faced the situation regarding

Lost Article

Lost Article	16 (33.3%)
Payment	10 (20.8%)
Car Accident	8 (16.7%)

Mostly, I helped people who faced language barrier at the

Police Station

1st	Police Station	16 (33.3%)
2nd	Hospital	14 (29.2%)
3rd	Airport	12 (25.0%)

I've been contributing to society

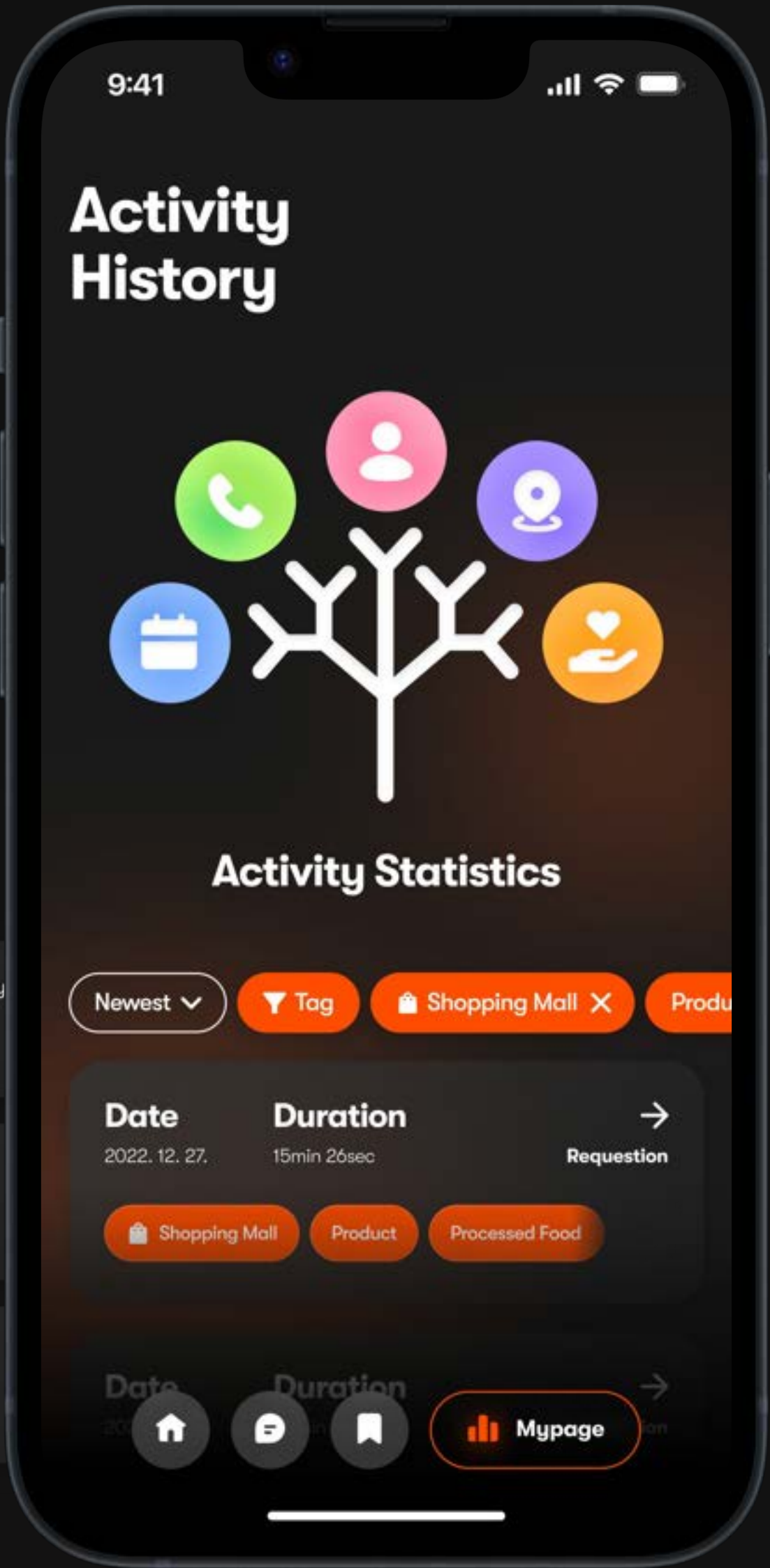
93 Days

I talked on the call for

2 hour 8 min

Till now, totally I helped

48 People



History Details

Date of Translation

2022. 10. 17.

The way of call

3-way call

Duration

15:34:59 - 15:39:45

04m 45s

Tags

Shopping Mall Product Refund Location Payment Change Kind Translation Accurate Communication Smooth Conversation

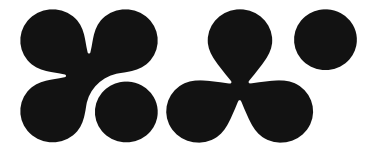
The situation I helped

A Chinese person called me and asked me if I could change the size or refund it because I bought clothes from a shopping mall called Musinsa, but I applied for a purchase in a small size and it seems to have been sent.

I called the customer service center and tried to connect to make a three-way interpretation, but the Musinsa customer service center couldn't connect at all and kept failing. Then, I called Lotte courier and searched with invoice number, confirmed that the item has not arrived yet, contacted Musinsa in China to ask if it is possible to refund or change the size, and informed them that it would be difficult to exchange or refund due to the regulation.

The Chinese person finished the translation with a thank you for interpreting.

Share with volunteer stories



Thank You

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