

Soyoung Lee

Ann Arbor, MI | <https://leesoy7351.github.io> | soyolee@umich.edu

Education

University of Michigan, School of Information, Ann Arbor, MI
Ph.D. Information (2022 – *Present*) / Advisor: Nicole Ellison
M.S. Information (2022) / Advisor: Kentaro Toyama

Chung-Ang University, Seoul, Korea
B.A. English Language and Literature, *Magna Cum Laude* (2014)

Research Experience

Social Innovation Group, *Research Assistant* (2021 – July 2024)
PIs: Tawanna Dillahunt, Julie Hui, Mustafa Naseem, Kentaro Toyama
Project: The “Community Tech Workers” – A community-driven model to support economic mobility by bridging the digital divide

- Designed, implemented and analyzed data about basic digital skills learning using surveys, semi-structured interviews, participant observation, participatory design methods
- Assisted development of a measure of community digital capacity
- Facilitated digital skills training with a partnership with a non-profit organization following community-based participatory design approach

Publication

Lee, S., Hui, J., Dillahunt, T. R. Sociocultural Factors in Digital Skills Learning In a Community-Based Learning Intervention among U.S. Public Housing Adults. (*CSCW 2025, Accepted*)

Dillahunt, T. R., K Shedden, Filipof, E. M., **Lee, S.**, Naseem M., Toyama, K., Hui, J. (2024). The Design and Psychometrics for a New Measure of Collective Digital Literacy: Community Digital Capacity. (*CSCW 2025, Accepted*)

Lee, S., & Toyama, K (2024). Friendship Formation in an Enforced Online Regime: Findings from a U.S. University Under COVID. *Proceedings of the ACM on Human-Computer Interaction, Vol.8, No. CSCW1, Article 168.*

Dillahunt, T. R., K Shedden, Filipof, E. M., **Lee, S.**, Naseem M., Toyama, K., Hui, J. (2024). Toward a Measure of Collective Digital Capacity: An Exploratory Analysis. *Extended Abstracts of the 2024 CHI Conference on Human Factors in Computing Systems*

Lee, S., Hui, J., Rowe, Z., Dillahunt, T. (2023). “A Collective Approach to Providing Digital Skills Training Among U.S. Public Housing Residents”

Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems

Teaching Experience

Graduate Student Instructor

SI 422 Needs Assessment and Usability Evaluation (Fall 2024 Undergraduate)

SI 622 Needs Assessment and Usability Evaluation (Winter 2025 Masters)

Professional Experience

The Cigna Group, Seoul, Korea

Assistant Product Manager, *Digital Platform Team* (2017 – 2020)

- Led new digital product and UX strategy development
- Conducted qualitative (user shadowing, interviews) and quantitative (A/B testing, web log, heatmap) digital product data analysis

Communication Specialist, *IT Project Management Office* (2014 – 2017)

- Designed and conducted change readiness assessment surveys for 800+ employees and 20+ focus group interviews with business/IT teams for new IT operation system
- Developed and coordinated new IT system-training for 7,000+ users; authored system manual documents as user guides

Service

Paper Review

- CSCW 2025

Mentoring

Mila Filipof (BS, MS in Information Science)

Pioline Choudhury (BSE in Computer Science)