SU JIN PARK

Designer–researcher · I build instruments that make judgment visible

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I study how AI shapes our judgment and when we notice its influence. I felt more independent when I used AI, so I revisited 38 months of my own conversations to see what the record showed. I draw on nine years of product design experience to build tools for studying how people think with AI.

RESEARCH & PUBLIC WORK

The Ben Study – Longitudinal Human-AI Interaction

2023 – present

38-month record of daily AI use with one primary system; 973 conversations, 37,405 messages.

- My pushback rate rose from 1.7% in the first 18 months to 4.7% in the next 20, across 1,805 of my own messages sampled at random, up to 50 a month.
- I reread 58 exchanges in which I pushed back. In 44, I was still working within the frame the AI had set. So I withdrew the claim that more pushback meant more independence.

Felt vs Trace – Writing Probe

2026

- Built a writing task that records a person's reported stance separately from their response to an AI answer, then puts the two side by side. Piloted with nine participants; instrument development, not evidence that an interface changes autonomy.
- Three coders who never saw the reported stance read the writing. The two matched in 20 of 35 rounds, against about 12 by chance; in 13 of 15 mismatches, people reported more distance from the AI than their writing showed.

Intuition Canvas – Design Probe

2026

- People place fragments anywhere and connect two; the AI receives only those two texts and returns one phrase. Six cafe sessions, Oct 2026: of five codable answers, four said the AI saw more than it received, two of them borderline.

MCAB – Modulated Cognitive Autonomy Benchmark

2026

- Designed a four-dimension rubric that asks of any AI reply: after it answers, is the decision still the person's? Submitted to ImpactBench's open benchmark call at the MIT Media Lab (Mar 2026); their team expanded it into 20 metrics. Listed contributor.

Public Writing

2025 – present

- Four essays on Medium (Sep 2025 – Feb 2026), including "Everyone Tortures AI Tools. I Build Systems With Them."
- Long-form essay on long-term AI use, cognitive calibration, and judgment retention. First-authored with Andreea Zaman. In submission.

SELECTED EXPERIENCE

Ernst & Young (EY Digital) – Senior Consultant

Seoul · 2023 – 2026

- **Global UX:** Owned the homepage and product journeys within Samsung.com's global redesign.
- **Samsung Semiconductor:** story-driven homepage redesign, adopted as the live standard.
- **AI strategy:** built and operationalized a generative-AI content pipeline with cross-cultural evaluation and governance frameworks for enterprise use.
- **Research turn:** observed the same loss of user judgment I had been recording in my own daily AI use inside an AI-mediated communication project, which turned an ongoing personal record into a formal longitudinal study (The Ben Study).

Beam Mobility (APAC) – Senior Product Designer

Seoul · 2021 – 2023

- Worked on the rider app across 8 APAC markets; owned its loyalty program and ran user research and localization programs across 4 languages, with program metrics showing a 30% reduction in support load.

Urban FT – UI/UX Designer

New York · 2018 – 2021

- Redesigned enterprise fintech portals serving 400+ financial institutions and 2M+ transactions; shipped iOS and Android apps end to end.

Bevvi – Product Designer

New York · 2017 – 2018

- Led design of the e-commerce web platform, end to end.
- Designed the Admin and Super Admin consoles the team used to run operations.

EDUCATION

Pratt Institute – BFA, Communication Design

Brooklyn, NY · 2010 – 2017

Walnut Hill School for the Arts – Fine arts foundation

SKILLS & TOOLS

Research: longitudinal self-study, AI interaction analysis, cognitive-autonomy benchmarking, qualitative labeling, user testing.

Design: interaction design, information architecture, prototyping, design systems, UX writing, public-facing research translation.

Tools: Figma, Vercel, AI-assisted prototyping, generative-AI workflow design.