

SU JIN PARK

Design researcher and instrument-builder · cognitive autonomy in human-AI interaction
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Independent design researcher studying when reliance on AI becomes cognitive scaffolding versus cognitive surrender. I build instruments that make hard-to-see shifts in human judgment visible, drawing on a 38-month longitudinal record of daily AI use, a cognitive-autonomy benchmark, and interactive tools for public understanding, alongside a decade of global-scale product design.

RESEARCH & PUBLIC WORK

The Ben Study – Longitudinal Human-AI Interaction 2023 – present

38-month record of daily AI use with one primary system; 48,883 messages.

- **Correction rate**, a behavioral proxy for retained autonomy, rose from **1.7%** in the first 18 months to **4.7%** in the next 20 (roughly threefold), measured across monthly labeled samples (n=50/mo, 1,805 labels). The pattern is not simply less dependence: as reliance deepened, moments of resistance also became more visible.
- **Developed** the felt–trace gap as a research frame for comparing felt autonomy with behavioral trace in AI-assisted judgment. The longitudinal record provides trace evidence over time; the felt–trace gap itself is captured directly in the interactive probe.

Interactive Reflection Probe 2026

- **Built** a prototype that gives a user a short AI-assisted judgment task, asks how independent they felt, then shows a lightweight trace of where they accepted, revised, resisted, or handed over parts of the decision. The probe turns the felt–trace gap into a first-person experience rather than an abstract claim.

MCAB – Modulated Cognitive Autonomy Benchmark 2026

- **Authored** a benchmark concept for evaluating whether AI systems preserve, compress, or expand human cognitive autonomy during interaction. Contributed through MIT Media Lab AHA's Open Benchmark process and publicly listed as a contributor.

Public Writing 2026

- **Long-form essay** on long-term AI use, cognitive calibration, and judgment retention. First-authored with Andreea Zaman. Under review.
- **LinkedIn:** short-form public essays (weekly, 2026 – present) testing language around cognitive autonomy, correction, and long-term AI use for a general professional audience.

Related design instruments – Friction Family / Intuition Canvas: adjacent interface concepts for slowing AI-mediated thinking, preserving ambiguity, and making cognitive friction usable rather than merely frustrating.

SELECTED EXPERIENCE

Ernst & Young (EY Digital) – Senior Consultant Seoul · 2023 – 2026

- **Global UX:** Led the Samsung.com global redesign work across 70+ markets; owned homepage and product journeys, with program metrics showing a 32% increase in add-to-cart rate.
- **Samsung Semiconductor:** story-driven homepage redesign cut page length by 51% while improving engagement; 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

- Led rider-app experience across 8 APAC markets; 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.

EDUCATION

Pratt Institute – BFA, Communication Design Brooklyn, NY · 2010 – 2017

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.