

Daeun (Dan) Kim

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EDUCATION

- Kwangwoon University** — B.S. in Data Science, School of Information Convergence
Two-year leave for military service; returning September 2026 as a second-year student.
- Daejeon Daeshin High School (private)** — Daejeon, Republic of Korea

RESEARCH INTERESTS

Human-AI Interaction · Social Computing · Accessibility & Aging · Responsible AI

RESEARCH & FIELD EXPERIENCE

- Founder** — Beff, location-based AI companion app **[beff.life]**
Feb 2026 – Present
 - Designed conversational behavior via LLM prompt engineering, with a neighborhood-scale map and intentionally delayed replies.
 - Ran contextual interviews, observing and questioning participants as they used the app.
 - Observed an unintended user population (women in their thirties) that I could not explain from my data.
- Founder** — Tremer, trend-prediction service and B2B trend-video SaaS **[tremer.xyz]**
Nov 2025 – Present
 - Repositioned across six rounds of redesign, with merchant interviews driving the shift to a B2B service.
 - Analyzed logs from 2,013 devices; found a 10-second engagement threshold and a reverse-causal browse-signup relationship.
 - Retracted my own initial findings after tracing six reported metrics to measurement artifacts rather than user behavior — background timeouts had inflated median dwell time from 1.5s to 38s — and re-ran the analysis.
- FacePay Onboarding Assistant** — Viva Republica (Toss)
Jun – Aug 2025
 - Observed first-time use of facial-recognition payment at 100+ small-business merchants in live retail settings.
 - Relayed recurring UX and system-level issues from merchant conversations to the engineering team.
 - Raised user-side risks of biometric payment, including the trade-off between convenience and exposure.
- Independent Project** — USFK-Pay, market-entry study for a Korean payment service in the U.S.
8 months, 2023 – 2024
 - Framed U.S. Forces Korea as a bridgehead population for testing a Korean fintech's entry into the U.S. market.
 - Recruited participants individually, including the executive officer and unit commander; ran ~30-minute semi-structured interviews, recorded, transcribed, and coded.
 - Conducted AS-IS / TO-BE analysis and fake-door tests, concluding that transit-card payment was the viable entry point.
- AI-BrailleTech** — proposed navigation aid for people with visual impairments (secondary school)
2021
 - Surveyed tactile paving in my district (40% damaged or non-standard) and proposed a vibration-feedback aid; concept stage only.

ACTIVITIES

- Stanford ASES** — Korea Chapter, Lead
2025
 - Designed and budgeted a three-day accelerator program for Seoul-area student founders, incorporating AI tooling into the curriculum; presented the proposal to university leadership and venture investors.
- KATUSA (Korean Augmentation to the U.S. Army)** — 1-38 Field Artillery Regiment, Training Room
Sep 2023 – Mar 2025
 - Interpreted for Korean commanders in tactical command settings within a U.S. Army unit.
 - Served as interpreter for the Oman delegation at the World Military Taekwondo Championship.

SKILLS

- Research** Semi-structured interviews · Contextual inquiry · Ethnographic field observation · Participant recruitment · Behavioral log analysis
- Technical** Shipped mobile and web products end-to-end via AI-assisted development (Firebase, Supabase/PostgreSQL, LLM APIs); Python in progress.
- Languages** Korean (native) · English — OPIc Advanced Low (AL)