

**What I do:**  
 Creative direction  
 Design  
 Interaction design  
 UX/UI  
 Business strategy

**Always pondering the human condition at the intersection of psychology and creativity in everything I do, I believe what I do best is being *persuasive*— creating designs that change people’s motivation and ability by influencing the likelihood of a behavior to meet their goals as well as fulfilling the business goals of my clients.**

**Resume**

**2010 - Present**

**Experience**

**01/14 -**

**Strategy& Digital Services (formerly Booz Digital)  
 Creative Director**

Led the creative department amongst a full-service team of strategists, designers, and technologists; led creative direction and UX/UI in designing solutions for people in all areas of Human Centered Design: from mapping people and systems, developing concept ideation to modeling and prototyping; worked with Fortune 500 companies to innovate and turn ideas into transformational digital businesses by bridging the strategy to execution gap and delivering end-to-end digital solutions.

Contributed to developing the company’s value proposition and the business operating model as a core member of the administrative team; built and led a capability of Human Centered Design and Design Thinking to help internal teams as well as clients to cultivate the culture of curiosity, creativity, and innovation to capture new opportunities and develop the performance of existing assets and capabilities.

**12/13 -  
 06/13**

**Booz Digital (now Strategy& Digital Services)  
 Creative Lead**

Led the creative processes of ideation, concept development, and designing (art direction, UX/UI); worked directly with clients of Fortune 500 companies to innovate and turn ideas into transformational digital businesses

**2011 -**

**Freelance  
 Startup advisory, UX/UI designer**

Bayerische Hausbau GmbH for Bikini Berlin: Designed a wreath for an architecture, Bikini Berlin, for its roof topping ceremony and collaborated with industrial designers for product fabrication; designed Bikini Berlin’s exhibition space for DMY 2013 International Design Fest Berlin

Fujitsu Ten: Collaborated with product designers for the future interaction inside the car; researched and analyzed human-machine interactions and proposed design solutions for future opportunities, trends, and consumer highlights

Johnson & Johnson: Designed consumer experience within the interactive retail environment with an emphasis on leveraging new technology to enhance consumer value and brand loyalty

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<b>Education</b>	<b>2012 - 2009</b>	<b>Art Center College of Design</b> <b>Bachelor of Arts in Graphic Design, honors</b>
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<b>Awards &amp; publications</b>	<b>2014</b>	<b>strategy+business Magazine</b> <b><i>Reimagine Your Enterprise</i></b>
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		<b>The STEAM Journal</b> <b>Sound Exploration: Text to Music</b>
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	<b>2012</b>	<b>Best of Show Award</b> <b>Art Center College of Design Graphic Design Summer '12 Grad Show</b>
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		<b>Hiiibrand Awards</b> <b>Grand Prix Award &amp; Merit Award</b>
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		<b>Applied Arts Magazine</b> <b>Featured winner</b>
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	<b>2011</b>	<b>Creative Quarterly 27</b> <b>Runner-up</b>
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		<b>Art Directors Club 90th Annual Awards</b> <b>Bronze Award, brand and typographic series</b>
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	<b>2010</b>	<b>HOW International Design Award</b> <b>Merit Award</b>
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		<b>Creative Quarterly 22</b> <b>Winner</b>
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<b>Skills</b>		Strong working knowledge of Adobe Illustrator, InDesign, Photoshop, Cinema 4D, and Dreamweaver. Familiar with AfterEffects, Flash, AS 3.0, HTML, CSS, and Processing. Other skills: filming, photography, printmaking, and bookbinding. Fluent in English and Korean.
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