

# CV

**Jaeyong Lee** South Korean, Age 30

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## PROFILE

I am a UX/ Visual designer who has 4 years of professional working experience in the fields of UX, UI, product design and animation. I endeavor to create optimal user experience by transforming complex design issues to insightful and effective visual languages through UX strategy, UI design, interaction design, information visualization and user research.

I have been selected as a full scholarship student by National Institute for International Education(NIIED) for my master's study. I have successfully finished my master's thesis with Philips – 'Visual communication for behavior changes; changing users' behaviors regarding air quality'.

## EXPERIENCE

Jan.2016~Oct.2016	Philips Master Thesis Student	Helsinki, Finland
	<ul style="list-style-type: none"><li>- Title: Visual communication for behavior change: changing users' behaviors regarding air quality</li><li>- Created a new concept 'Smart Air Detector' and renewed UI design of Philips Smart Air – mobile application</li></ul>	
Sep. 2015~Nov. 2015	Philips Design Intern	Singapore
	<ul style="list-style-type: none"><li>- Created information visualizations for Primary Care Project in healthcare business</li><li>- Developed UI design for Philips Online Shop Singapore website</li><li>- Responsible for creating graphics for internal company event: Town Hall Event</li></ul>	
Apr.2015~Aug.2015	Aalto University Teaching Assistant	Helsinki, Finland
	<ul style="list-style-type: none"><li>- Responsible for building the visual identity of Experience-Driven Design course</li><li>- Built visual designs for brochures and a digital presentation while communicating with all stakeholders: teachers, students and companies</li><li>- Managed the processes of summarizing final deliverables which students created.</li></ul>	
Jan. 2012~Apr. 2014	0100 Design Studio, Product & Interior Design Company Visual Designer	Seoul, South Korea
	<ul style="list-style-type: none"><li>- Designed trophies representing the EXPO 2012 YEOSU KOREA.</li><li>- Developed visual concepts of interior and furniture designs for the new library in Chonbuk National University</li><li>- Built holistic visual identity of 0100design: logo, visual concepts and company website</li></ul>	
Jan.2011~Dec.2011	KEIDA studio, Design & Art Studio Co-founder, Visual Designer	Seoul, South Korea
	<ul style="list-style-type: none"><li>- Awarded Red Dot Concept Design Award 2012 through 'Traveler's Paper Kit'.</li><li>- Conducted various artistic experiments, design campaigns for social issues, concept designs and product designs</li><li>- Participated in various art exhibitions: TETSUSON, Modern Haute Couture Exhibition and Sangsangmadang</li></ul>	
Jan.2011~Mar.2011	FS Korea LTD, cosmetic container design & production company Product Design Intern	Seoul, South Korea
	<ul style="list-style-type: none"><li>- Designed cosmetic containers and conducted market researches</li></ul>	
Jan.2009~Aug.2009	Floating Island, animation and graphic design company Visual Designer	Seoul, South Korea
	<ul style="list-style-type: none"><li>- Developed visual designs for a short animation film – White Ball</li><li>- Developed color concepts of animation in 'Let's go MBA,' which was broadcasted on SBS.</li></ul>	

## EDUCATION

Aug. 2014~Present	Aalto University, Master of Arts Collaborative and Industrial Design, School of Arts, Design and Architecture	Helsinki, Finland
	<ul style="list-style-type: none"><li>- Specialization in creating visual communication design for behavior change: UX, UI, interaction, information visualization and service design through various design researches and design strategies</li></ul>	

	<ul style="list-style-type: none"> <li>- Created an online booking service for Kalasatama hospital</li> <li>- Created a welding training application for Kemppi</li> <li>- Created a visual identity for Experience-Driven Design course in Aalto University</li> </ul>	
Jun.2015~Aug.2015	Aalto University, Master of Arts (Minor) Information Technology Program – Strategy and Experience Design <ul style="list-style-type: none"> <li>- 4.25 / 4.5 scale</li> <li>- Developed the digital service of www.vero.fi for Verohallinto: the Finnish Tax Administration</li> <li>- Presented design solutions rebuilding information structure of Vero.fi with the 'Life Event' concept at the end of the program.</li> </ul>	Helsinki, Finland
Mar. 2005~Feb. 2012	Hongik University, Bachelor of Fine Arts Visual Communication Design Metal Art and Design <ul style="list-style-type: none"> <li>- Cumulative GPA : 4.04 / 4.5 scale; Merit-based Scholarship Recipient five times</li> <li>- Served military service between Jul. 2006 and Jul. 2008 in South Korea ROK army headquarters.</li> </ul>	Seoul, South Korea

## AWARD & HONOR

Aug.2014	Selected as a full scholarship student by National Institute for International Education (NIIED) for 2 years. <ul style="list-style-type: none"> <li>- Selected as a representative scholarship student by NIIED which is run by Korean Government, and fully supported for master's degree studies for 2 years.</li> </ul>	South Korea
Apr.2014	2014 Character & Marketing Design Award of LOTTE World Tower Mall, 3 <sup>rd</sup> prize <ul style="list-style-type: none"> <li>- Winning work: Lopy, Mascot design of Lotte World Tower Mall and relevant applications design</li> </ul>	South Korea
Sep. 2013	2013 Red Dot Concept Design Award, Honorable Mention <ul style="list-style-type: none"> <li>- Winning work: Life-Light, emergency directional system for vulnerable people</li> </ul>	Germany
Sep. 2012	2012 Red Dot Concept Design Award, Winner <ul style="list-style-type: none"> <li>- Winning work: Traveler's Paper Kit, emergency paper kit for travelers</li> </ul>	Germany
Aug. 2012	Korea Good Design Award, Good Design Selection <ul style="list-style-type: none"> <li>- Winning work: Triangle Gate, optical electronic gate indicating obvious direction</li> </ul>	South Korea
Nov. 2011	6th Recycling of Resource Junk Art Contest, Encouragement prize <ul style="list-style-type: none"> <li>- Winning work: Spectacle #1, Junk Art using abandoned electronic devices and video</li> </ul>	South Korea
Sep. 2008	Korean Association Against Drug Abuse Cartoon Contest, Excellence Award <ul style="list-style-type: none"> <li>- Winning work: Too dangerous to touch, a story about dangerousness of having drugs</li> </ul>	South Korea

## TEACHING ACTIVITY

Jan. 2012~Oct. 2012	Clay Gim Art Institute Tutor <ul style="list-style-type: none"> <li>- Private Art Institute for children from 5 to 10</li> </ul>	South Korea
Mar. 2005~Jul. 2006	Jeon Won Art Institute Tutor <ul style="list-style-type: none"> <li>- Private Art Institute for art college prep students</li> </ul>	South Korea

## INTERESTS

Interests include animation film making (have directed two short animation films), drawing, learning coding and playing sports such as badminton and football.

## SKILLS

Excellent	Photoshop, Illustrator, Sketch, InVision, After Effects, Premiere Pro, Audition, InDesign, Muse
Good	MS Office, 3D Max, Maya, CAD, HTML
Basic	Rhino, CSS, Processing

## LANGUAGE

Mother tongue	Korean
Fluent	English
Basic	Japanese

## Jaeyong Lee

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