

CV

Jaeyong Lee South Korean, Age 29

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PROFILE

A User Experience designer based on user-centered and experience-driven design approaches throughout design researches and strategies. Has worked and participated in various design projects as mainly a visual communicator for user experience, user interface, data visualization, interaction design, and service design.

Selected as a full scholarship student by National Institute for International Education(NIIED) for his master's study.

Currently working on his master thesis project with Philips for 'Visual communication for Behavior Changes – Smart Air'.

EDUCATION

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|---------------------|--|--------------------|
| Aug. 2014~Present | Aalto University, Master of Arts Collaborative and Industrial Design, School of Arts, Design and Architecture <ul style="list-style-type: none">- Concentrates on creating optimal user experience design(UX), user interface design(UI), and service design through various design researches and strategies.- Studies emphatic, critical, strategic and technological skills in design processes. | Helsinki, Finland |
| Jun. 2015~Aug. 2015 | Aalto University, Master of Arts Information Technology Programme – Strategy and Experience Design <ul style="list-style-type: none">- 4.25 / 4.5 scale- Worked with Verohallinto, the Finnish Tax Administration in charge of whole tax issues in Finland, to make innovative and strategic changes on current Vero.fi. Presented design solutions rebuilding information structure of Vero.fi with the Life Event' concept at the end of the program. | 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">- Cumulative GPA : 4.04 / 4.5 scale; Merit-based Scholarship Recipient five times (Total €6,500)- Served military service between Jul. 2006 and Jul. 2008 in South Korea ROK army headquarters. | Seoul, South Korea |

EXPERIENCE

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|---------------------|---|--------------------|
| Sep. 2015~Nov. 2015 | Philips Design Intern <ul style="list-style-type: none">- Participated in visual communication designs for Primary Care Project in healthcare business, Philips Singapore website UI design and Graphic designs for Town Hall Event projects.- Currently working with Philips to proceed a master thesis project related with visual communication and behavior changes – Philips Smart Air Purifier. | Singapore |
| Apr. 2015~Aug. 2015 | Aalto University Teaching Assistant <ul style="list-style-type: none">- Responsible for building materials for a course brochure and presenting it on Collaborative and Industrial Design (CoID) website.- Built visual designs for printed course brochures and a digital presentation while communicating with students, clients, and teachers who were involved in the programme, and managed all processes of summarizing the final deliverables which students created. | Helsinki, Finland |
| Jan. 2012~Apr. 2014 | 0100 Design Studio, product & interior design company Visual Designer <ul style="list-style-type: none">- Designed trophies representing the EXPO 2012 YEOSU KOREA.- Developed visual concepts of interior and furniture designs for the new library in Chonbuk National University through design researches. | Seoul, South Korea |
| Jan. 2011~Dec. 2011 | KEIDA studio, a Design & Art group Design Team Leader, Visual Designer <ul style="list-style-type: none">- Awarded Red Dot Concept Design Award 2012 through 'Traveler's Paper Kit'.- Collaboration with Object, which was a project for designing eco-friendly lightings through recycled materials.- Joined various design exhibitions including TETSUSON, Modern Haute Couture Exhibition | |
| Jan. 2011~Mar. 2011 | FS Korea LTD, cosmetic container design & production company Product Design Intern <ul style="list-style-type: none">- Designed cosmetic containers and carried out market design research | Seoul, South Korea |

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|-------------------|--|--------------------|
| Jan.2009~Aug.2009 | Floating Island, animation and graphic design company Visual Designer | Seoul, South Korea |
| | <ul style="list-style-type: none"> - Developed visual designs for a short animation film, 'White Ball'. - Developed color concepts of animation in 'Let's go MBA,' which was broadcasted on SBS. | |

AWARD & HONOR

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| Aug.2014 | Selected as a full scholarship student by National Institute for International Education (NIIED) for 2 years. | South Korea |
| | - Selected as a representative scholarship student in 2014 in South Korea by NIIED where runs by Korean Government, and fully supported for master's degree studies for 2 years. | |
| Apr.2014 | 2014 Character & Marketing Design Award of LOTTE World Tower Mall, 3 rd prize | South Korea |
| | <ul style="list-style-type: none"> - Winning work: Lopy, Mascot design of Lotte World Tower Mall and relevant applications design - Winning prize: € 2500 | |
| Sep. 2013 | 2013 Red Dot Concept Design Award, Honorable Mention | Germany |
| | - Winning work: Life-Light, Emergency directional system for vulnerable people | |
| Sep. 2012 | 2012 Red Dot Concept Design Award, Winner | Germany |
| | - Winning work: Traveler's Paper Kit, Emergency paper kit for travelers | |
| Aug. 2012 | Korea Good Design Award, Good Design Selection | South Korea |
| | - Winning work: Triangle Gate, Optical electronic gate indicating obvious direction | |
| Nov. 2011 | 6th Recycling of Resource Junk Art Contest, Encouragement prize | South Korea |
| | - Winning work: Spectacle #1, Junk Art using abandoned electronic devices and video | |
| Sep. 2008 | Korean Association Against Drug Abuse Cartoon Contest, Excellence Award | South Korea |
| | - Winning work: Too dangerous to touch, Message about dangerousness of drugs | |

INTERVIEW

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| Oct. 2012 | Design So Ri | Online Publishing |
| | - Article: 2012 Red Dot Concept Design Award winner : Lee, Jae Yong, Website: http://www.designsori.com | |
| Sep. 2012 | j,j magazine, | South Korea |
| | - Design magazine, Article: Defined Monsters, Lee Jae Yong. I am a monster, p40~41 | |
| Mar. 2012 | Incubator | South Korea |
| | - Design magazine, Article: Defined Monsters, p48~55 | |
| Oct. 2011 | Art Share | Online Publishing |
| | - Article: Interview vol.02_Lee, Jae Yong, Website: http://www.artshare.kr | |

TEACHING ACTIVITY

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|---------------------|---|-------------|
| Jan. 2012~Oct. 2012 | Clay Gim Art Institute Tutor | South Korea |
| | - Private Art Institute for children from 5 to 10 | |
| Mar. 2005~Jul. 2006 | Jeon Won Art Institute Tutor | South Korea |
| | - Private Art Institute for art college prep students | |

INTERESTS

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

SKILLS

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| Excellent | Adobe Creative Suite, Digital prototyping tools, Animation making tools |
| Good | MS Office |
| Basic | CAD, Rhino, Dream weaver, HTML, CSS |

LANGUAGE

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|---------------|----------|
| Mother tongue | Korean |
| Fluent | English |
| Basic | Japanese |

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