**CV**

**Jaeyong Lee** South Korean, Age 28

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**PROFILE**

Jaeyong Lee is a master’s degree student in Collaborative and Industrial Design in Aalto University, Finland. He worked as a designer with different roles for around three years in product, visual, and concept design. He is also into artistic works including illustration, animation and craft. Jaeyong Lee endeavors to design for optimal user experience with systematic thinking. His design philosophy is based on user-centered design and continuous questioning about not only experiences for users, but also radical innovation that can have impact on people’s real lives.

**EDUCATION**

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| *Aug. 2014~Present* | Aalto University, Master of Arts *Helsinki, Finland*  Collaborative and Industrial Design, School of Arts, Design and Architecture |
| *Mar. 2005~Feb. 2012* | Hongik University, Bachelor of Fine Arts *Seoul, South Korea*  Visual Communication Design, Metal Art and Design  *- 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.* |

**EXPERIENCE**

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| *Jan. 2012~Apr .2014* | 0100 Design Studio, product & interior design company *Seoul, South Korea*  Concept Designer  *- Created commercial products, cultural products, concepts, public designs and interiors through*  *User Centered Design researches*  *- Designed trophies representing the EXPO 2012 YEOSU KOREA.*  *- Developed interior and furniture design for the Chonbuk National University New Library through*  *various research methods including interviews and surveys* |
| *Jan.2011~Dec.2011* | KEIDA studio, experimental designers’ group  Design Team Leader  *- Conducted various artistic experiments, concept designs and product designs*  *- Awarded Red Dot Concept Design Award 2012 through 'Traveler's Paper Kit'.*  *- Collaboration with Object, which was a project for designing eco-friend 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 *Seoul, South Korea*  Product Design Intern  *- Designed cosmetic containers and carried out market design research* |
| *Jan.2009~Aug.2009* | Floating Island, animation and graphic design company *Seoul, South Korea*  Concept Art Designer  *- Drew background concept arts for a short animation film, ‘White Ball’.*  *- Developed color concepts of animation in ‘Let’s go MBA,’ which was broadcasted on SBS.* |

**AWARD**

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| *Apr.2014* | 2014 Character & Marketing Design Award of LOTTE World Tower Mall, 3rd prize *South Korea*  *- 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* |

**EXHIBITION**

**Solo Exhibition**

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| *Aug. 2011* | Desire : #1 Defined Monsters *KT&G Sangsangmadang, South Korea*  *- Artworks exhibition of Defined Monster Series* |

**Group Exhibition**

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| *Jun. 2012* | For Your Busy Life : Rest+Art *In-Sa Art Gallery, South Korea*  *- Exhibition of illustrations : Defined Monster Series: L.O.V.E.* |
| *Oct. 2011* | Visual Communication Design Graduate Exhibition 2011 *Hongik University, South Korea*  *- Exhibition of graduate works : Defined Monster Series: L.O.V.E.* |
| *Mar. 2011* | TETSUSON 2011: Nowon *BankART Studio NYK, Japan*  *- Exhibition of Korea & Japan artworks: Defined Monster Series; Lighting & Stool* |
| *Feb. 2011* | Modern Haute Couture Exhibition *Boutique Monaco Museum, South Korea*  *- Exhibition of modern furniture: Monster Chair* |
| *Nov. 2010* | Metal Art & Design Graduate Exhibition *Hongik University, South Korea*  *- Exhibition of graduate works: Monster Chair, Spectacle #1, #2* |
| *Jun. 2009* | Croquis Exhibition for Animator *SBA Animation Center, South Korea*  *- Exhibition of nude drawings* |

**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* |

**PUBLICATION: BOOK**

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| *Oct. 2013* | 2013 Red Dot Design Concept Year Book *Germany*  *- 2013 Red Dot Concept Design winning works: Life-Light, Article: Life-Light, p227* |
| *Feb. 2013* | form Magazine *Germany*  *- Design magazine, Article: Traveler’s Paper Kit, p12~13* |
| *Jan. 2013* | I Heart Magazine *France*  *- Design magazine , Article: PRÉCIS DE SURVIE, p16* |
| *Jan. 2013* | Metatrend vol. 36 *South Korea*  *- The magazine of micro trends report, Article: Traveler’s Paper Kit, emergency paper kit for travelers, p52* |
| *Oct. 2012* | 2012 Red Dot Design Concept Year Book *Germany*  *- 2012 Red Dot Concept Design winning works: Traveler’s Paper Kit, Article: Traveler’s paper kit, p 230* |
| *Oct. 2012* | Korea Good Design Award Year Book *South Korea*  *- 2012 Good Design Award winning works: Triangle Gate, Article: Triangle Optical Gate, p 319* |

**PUBLICATION: ONLINE**

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|  | Works have been features five times on online design magazines including Red Dot Online and Yanko Design. |

**TEACHING ACTIVITY**

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

**INTERESTS**

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|  | 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* | Photoshop, Illustrator, Premiere Pro, 3D Max, Key Shot |
| *Good* | After Effect, Audition, MS Power Point, Word, Excel  CAD, Rhino, Dream weaver |
| *Basic* |

**LANGUAGE**

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