

# JOOYOUN PAEK

jypaek@gmail.com | 650-250-9966  
jooyounpaek.com | Palo Alto, CA

## SUMMARY

I design systematic UX models for products inclusive of digital and physical experiences. My strength is in understanding complex requirements, release cycles and organizational structure at global scale to produce simple solutions in sketch, motion prototypes, visual mock-ups and spec level design as needed. I've been solving realistic product problems for service onboarding, marketplace, voice AI, payment transactions, and multi-device experiences with design. I enjoy all kinds of research to identify human behavior patterns.

## SKILLS

Design software

- Sketch, Principle, Origami, Adobe CS, SketchUp

Design research

- online survey, usage data analysis, competitive landscape analysis, academic in-depth research, AB testing, focus group interview, archeological visual research

Theatrical prototype

- paper prototype, digital installation, Arduino circuit making

Basic programming

- Processing, Max, HTML, CSS

Project management

Storytelling with digital media

## EXPERIENCE

2018–2019

### Lead Designer, Viv Labs, San Jose

Designed Bixby Multi-Device & Marketplace UX for speaker, smartphone, tablet, watch and refrigerator for global market in collaboration with multi-cultural and lingual teams. Led visual studies on branding and listening animation of Voice AI. Partook in stakeholder presentations, design team operation and project manager role.

2012–2018

### Senior Designer, Samsung Electronics, Seoul

Designed Service UX for Android Smartphone, Tablet and Tizen Watch from concept to shipment.

- Bixby basic Interaction, settings, onboarding design and dialog writing
- Samsung Pay payment flow and gift card store design
- Physical training app for mobile and watch
- Samsung Account onboarding and setting redesign
- Samsung content store & user library redesign

2007–2012

### Associate Creative Director, R/GA, New York

Led Nike+ Running creative team for Nike+ Maps that became the platform for Nike Running events and GPS Watch. The work included ideation, consumer experience definition, directing visual design, and part managing workstreams with the geospatial service vendor, Johnson McLean. Designed voice feedback feature for the Nike+ GPS App. Created the consumer experience flow and wireframes for a 360° marketing campaign and e-commerce site for Barnes & Noble e-reader, nook.

Created user journeys and designed the desktop, mobile and retail experience for the '3-Year-Future' of Nokia.com global e-commerce site.

2011

### Adjunct Professor, Interactive Telecommunications Program, Tisch School of Art, New York University

Taught experience design for graduate students.

2002–2003

### Designer, Jin Sculpture Research & Doga Architecture Studio, Seoul

Designed miniature figures and relief sculpture for a \$7 million commission from the Korean Ministry of Defense.

## EDUCATION

2018–2019

### Stanford University Professional Studies Classes

The Architecture of Information by Barry Katz

Art of conversation by Lisa Quiano

2005–2007

### Master of Professional Studies, Interactive Telecommunications Program, New York University

Recipient, Tisch School of the Arts Fellowship for two years.

1996–2000

### Master of Fine Arts & Design, Seoul National University

1996–2000

### Bachelor of Art & Education, Seoul National University

Recipient, Outstanding Student Scholarship for all years

Instructor of undergraduate ski introduction class

Internship, middle school art class Art tutor for highschool, elementary and pre-school students

## AWARDS

2017–2019

### **Bixby Conversation UX Design**

AI Tech Award

The Good Design Awards

2018

### **Samsung Pay UX Design**

Best New Innovation,

Mobile World Congress

2011

### **Nike+ GPS Running UX Design**

Facebook 8 Zuckerberg Livestream

Grand Prize, User Experience Awards

The Webby

The Clio

The One Show

## PATENT

2016

### **Electronic device including electronic payment system and operating method thereof**

United States Patent Application

20150032544

## PUBLICATIONS

2009

### **Too Smart City**

#### **Sentient City, MIT Press**

Design principles and making process  
of Too Smart City, commissioned by  
The Architecture League of  
New York.

2005–2008

### **JooYoun Paek as creator**

Making Things Talk by Tom Igoe

Rhizome Interview by Tyler Coburn

Domus Magazine article

4dsocial Magazine by Despina

Papadopoulos

Craft Magazine by Laura Kiniry

Theme Magazine by Jerome Chou

Alarm Magazine by Rihoko Ueno

## SHOWS & WORKSHOPS

2019

### **The Pillowig**

24/7, Somerset House, London

2009–2008

### **Fold Loud**

SIGGRAPH, LA

Design and Elastic Mind, MoMA, NY

2008

### **The Polite Umbrella**

SEAMLESS, MIT & Museum of  
Science, Boston

2009–2008

### **Not Bicycle Cover**

The Future Is Not What It Used To Be,  
Postmasters Gallery, New York  
& Warsaw Museum of Art, Poland

2008

### **The Polite Umbrella**

SEAMLESS, MIT

& Museum of Science, Boston

2011

### **Expand-A-Bag Workshop, EYEBEAM**

Created useful objects from  
commercial plastic bags with  
local creators.

## ORGANIZATIONS

2009–2010

### **Resident Artist,**

#### **Lower Manhattan Cultural Council**

Designed guideline for how to  
butcher the famous  
Wall Street Bull statue.

2008–2009

### **Resident Artist, EYEBEAM Art and Technology Center**

Created Not Bicycle Cover,  
Rescue Dumpster and Too Smart City.

2004

### **Resident Artist,**

#### **Vermont Studio Center**

Created the first version of Pillowig.