

# Joong Han Lee

Curriculum Vitae

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## Education

Design Academy Eindhoven, Netherlands. 2009-2011  
*MDes. Contextual Design*

Otis College of Art and Design, Los Angeles, CA, USA. 2005-2009  
*BFA. Interactive Product Design (Honors)*

## Work Experience

Freelance Designer, By, Oslo, Norway, Nov - Present

Lecturer, KUNSTFAG, Kunsthøgskolen i Oslo, Oslo, Norway, Nov 12 – 30  
- Artistic Practice Rhino with specialization in 3D ceramics (BA level)

Artist in Residence, dForm, Kunsthøgskolen i Oslo, Oslo, Norway, Sep 1 – Nov 30  
- An independent artist / curator, for the KUNSTFAG and DESIGN department

Design Professional, Studio Homunculus, Eindhoven, the Netherlands, Aug 10 – Present  
- The studio focuses on human-centered design to provoke a dialogue related to human behavior, psychology, and technology. Its work ranges from products and spaces to interactive experiences and systems, by questioning the essence of our daily surroundings and their semantics.

Design Intern, WET Design, Sun Valley, CA, USA. May 08 – Jul 08  
- Experienced the full spectrum of WET, including mock-ups, R+D, product development, and fabrication.  
- Assisted in a multidisciplinary environment between the Product Development Department and the Core Design Department.  
- Contributed to the execution of project deliverables, including concept ideation and three-dimensional modeling.

Designer, Otis Integrated Learning Department, Los Angeles, CA, USA. Aug 07 – Aug 08  
- Coordinated a multidisciplinary team of product designers, architects, and end users (elementary school students).  
- Initiated the project from concept to proposal, through manufacturing and installation.  
- Commissioned by Otis College of Art and Design and Boeing Foundation to design and build a storage/seating solution for ACES Elementary School.

Teaching Assistant, Otis College of Art and Design, Los Angeles, CA, USA. Aug 06 – May 08  
- Foundation department, 2<sup>nd</sup> and 3<sup>rd</sup> year courses; Interactive Product Design studio classes.

Research Intern, epOxyGreen, Venice, CA, USA. May 07 – Jul 07  
- Responsible for client presentation on sustainable manufacturing processes.  
- Corporate identity / branding, such as logos, business cards, advertisements and brochures.  
- Developed, maintained, and catalogued sustainable material resource archives.

Designer / Interpreter, Myung Dong Mool San (명동물산), Seoul, South Korea. Mar 01 – Sep 07  
- Packaging design for 9 clients and the redesign of company logo.  
- Travelled for meetings with international business partners.  
- Researched consumer market and industry trends to maximize sales

## **Exhibitions and Lectures**

*Solo Exhibition*, Oslo National Academy of the Arts, Oslo, 28-29 November 2012

*Fordypningsemner Lecture*, Kunsthøgskolen i Oslo, Oslo, 16 November 2012

*The Machine Eindhoven*, Temporary Art Center, Eindhoven, 20-28 October 2012

*C-fabriek*, Schellens, Eindhoven, 20-28 October 2012

*The Machine*, Ventura Lambrate, Milan, 17-22 April 2012

*Guest Lecture*, Oslo National Academy of the Arts, Oslo, 29 March 2012

*Graduation Show 2011*, Design Academy Eindhoven, Eindhoven, 22-30 October 2011

*Super Organism*, NOVA Gallery, Eindhoven, 23-31 October 2010

*Art & Design Sale*, Temporary Art Center, Eindhoven, 18 May 2010

*The Great Indoors Design Route*, FRAME Magazine, Maastricht, November 2009

*Scale TAC, Eindhoven Conspectus*, Temporary Art Center, Eindhoven, 19-25 October 2009

*BFA Graduation Show*, Otis College of Art and Design, Los Angeles, May 2009

## **Achievements**

Core77 Design Awards, The Student Interaction Runner-up, July 2012

Residency Grant, KUNSTFAG residency at the Oslo National Academy of the Arts, 2012

Class Marshal, Interactive Product Design Department, 2009

Dean's List, Otis College of Art and Design, Fall 2007 – Spring 2009

Founding member, sustainable club O-cycle, 2007-2009

Chair / representative, Otis student chapter, the Industrial Designers Society of America, 2007-2009

Research project, feature in catalogue of Human Renaissance Institute, an affiliate of OMRON, April 2009

Entrepreneurship project

Developed product design from concept, renderings, business assessment, budgeting and final product development, in collaboration with entrepreneurship students from Loyola Marymount University's College of Business Administration, December 2009

## **Selected Press**

### **Television:**

*People*, Scale TAC, Eindhoven Conspectus on ED TV. October 2009.

### **Online:**

Core77, Design Indaba, WIRED UK, Co. Design, The Verge, Protein, The Creators Project, The Method Case, Archello, 3Ders, Yanko Design, AZURE, TrendDB, Humans Invent, Industrial Design Served, Design Ignites Change, Dezeen, Designboom, Design-milk, MEdesignmag, etc.

### **Print:**

*Trublu water fountain system*, Vistas Magazine, feature, Spring 2009

*Boo chair*, OMAG, feature, vol. 6, 2009  
*It's a Small World After All*, OMAG, article, vol.10, 2010  
Surface Magazine, February 2012  
METATREND Trend Reports VOL.27 EXFFERENT, March 2012  
FRAME Magazine #86, May/June 2012  
*The Inventor*, Heimtextil Trends 2013/2014, 2012

**Book:**

*Computer Arts Collection Volume 1 Part 5: Photography*, Future Publishing Ltd, 2012  
*3D-Drunk/Rapid Prototyping*, P. Fastermann, X.media.press, Springer-Verlag Berlin Heidelberg, 2012

**Practical Expertise**

- Machine woodworking certificate
- 2D and 3D design (Photoshop, Illustrator, InDesign, Rhino, Solidworks)
- 3D rendering (V-Ray, Keyshot, Flamingo)
- 3D rapid prototyping (Catalist SST Printer / Zcorp Printer / Visual Mill)
- Web design & development (Flash, InDesign)
- Model making (plastic, wood, plastic, ceramics, metal)

**Language Skills**

Native in Korean

Professionally Proficient in English