

Sang Duck Seo , Ph.D, MFA

Associate Professor, Graphic Design & Media
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Affiliation:

An Executive Board Member of KSBDA (Korean Society of Basic Design and Art)
A Member of KSDS (Korean Society of Design Science)
A Member of AIGA (American Institute of Graphic Arts)
A Member of UCDA (University and College Designers Association)
A Member of ACM (Association for Computing Machinery)
A Member of Common Ground Research (Design Principles & Practices)
A Member of UCDA (University & College Designers Association)
A major advisor of UNLV SAGA (Student Association of Graphic Arts)

Education:

Ph.D. HCI (Human Computer Interaction), Magna Cum Laude, Iowa State University, Ames, IA, 2016
Dissertation: *"A study on interaction-driven comparison between analog and digital gaming control interface on smartphone,"* Major Advisor: Professor Sunghyun Kang

MFA, Graphic Design, Magna Cum Laude, Iowa State University, Ames, IA, 2006
Thesis: *"A study of enhanced and interactive online communication service: focusing on e-mail interface,"*
Major Advisor: Professor Roger Baer

BFA, Industrial Design, Magna Cum Laude, Daegu University, South Korea, 2000
Thesis Show: *"Crossover: Moss 2000" (Transportation), "Ringgow" (Product: Mobile Communication system), "M-Cafe" (Environment/architecture Design),* Major Advisor: Professor Won-Kyung Kim

Computation Skill:

Adobe Photoshop, Illustrator, InDesign, After Effect, Final Cut Pro, Flash, Dreamweaver, Muse, XD, Cinema 4D, SketchUp, JASP (Graphical program for statistical analysis)

Research Emphasis:

- HCI (Human Computer Interaction): UX (User Experience), UI (User Interface), Interaction Design, , Human factors, visual cognition and perception.
- Symbology and Visual Semiotics
- Design theory and methodology
- Kinetic Typography
- Time-based motion Graphic & Advertising
- Security Printing Design (Currency, Passport, ID card, Stamp, etc)

Academic Appointment:

- (July 2015~September 2016) Interim Chair of the Department of Art: Oversee the department



- budget, curriculum/program, and faculty
- (August 2012~Current) Associate Professor (Tenured), Graphic Design & Media, Department of Art, University of Nevada Las Vegas (UNLV)
- (August 2006~July 2012) Assistant Professor (Tenure-track), Graphic Design, Department of Art, University of Nevada Las Vegas (UNLV)
- (August 2004~May 2006) Course Instructor as a Graduate Teaching Assistant, Graphic Design, Iowa State University

Professional Work Experience:

- (January 2000~July 2006) Korea Minting and Security Printing Co. (KOMSCO), Daejeon, S. Korea, Associate Researcher and Graphic Designer (Tenured)
 - *KOMSCO is under the Korean Government Congress. The division of the security design is a part of the research center in Korean Science & Technology. The position of security designers is very unique in graphic and product design area and I am one of 200 security printing designers certified.
 - Primary Projects:
 - a) A New Korean currency design (Issued in Jan. 2007)
 - b) Korean Passport Design
 - c) 2002 FIFA World Cup Promotion (Medal & Memorial Coin)
 - d) The 14th Busan Asian Games (Promotion Design)
 - e) The 22nd Daegu Universiad Games (Medal & Memorial Coin & Promotion Design)
 - f) Thesis: "Order of National Prize and Decoration' in science and technology division of Korean Government"
 - g) Promotion for KOMSCO (Advertising, Emblem, Package, Annual Report)
- (January 2004~July 2006) Schnable Lab. Ames, IA., Research Team as a graphic designer
 - * Infographic of visual database, logos, website, publications for MAGI (Maize Assembled Genomic Island) project sponsored by the NSF (National Science Foundation).
- (November 1997~December 1999) Samsung Design Membership (SDM), Seoul, S. Korea
 - Research Activity:
 - a) R&D for Mobile Communication System in Samsung Electronic Co.
 - b) R&D for Samsung Motor Co.
 - c) Samsung Co. Annual Design Exhibition
- (May 1999~July 1999) GM Daewoo Motors Co. Seoul, S. Korea
 - Participated in Internship Program and exhibition
 - Conducted an advanced transportation project (SUV + Sedan)
- (February 1993~May 1995) Korea Armed Forces, Yangju, S. Korea
 - Served as a general assistant for 18 months
 - Worked as an office manager in the division of the engineer corps for 6 months and completed in basic military training for 2 months.

Teaching Experience:

- Department of Art, University of Nevada Las Vegas (UNLV), NV
 - *Developed full courses and curriculum in design pedagogy for design foundation and graphic design



studios including course materials and assessments tools.

- GRC 320 Design Research & Method
(Disciplines for implementation of design theories and methods through various topics)
 - GRC 360 Typography & letterforms
(Disciplines for understanding fundamental typographic theories and practices: Type as symbol, image and language)
 - GRC 470 Design & Media Studio IV
(Disciplines for dealing with practical problem-solving in corporate identity system: exploring enhanced graphic design experiments in 2D, 3D and Motion Graphics)
 - GRC/ART 498 Capstone in B.S. Graphic Design & Media Program
(Thesis project for senior students and portfolio review)
 - ART 156 Design Fundamentals III
(Introducing Photoshop, Illustrator, InDesign, After Effect)
 - ART 256 Graphic Design I
(Symbol, Type & Image, Illustration, 3D Graphics, Design Composition)
 - ART 356 Graphic Design II
(Intermediate visual communication including design theories and methodology with a variety of the topics such as Symbology, Typography, Information Design, Experience Design)
 - ART 358 Typography
(Letterform, Typographic form and symbol, Experimental Typography and Static & Kinetic Typographic Composition)
 - ART 360 Interface Design
(Information Architecture, HTML, FLASH, CSS, Usability, User Experience, Interface and Human Computer Interaction Design)
 - ART 456 Graphic Design III
(Brand Identity focusing on Corporate Identity System dealing with a variety experimentation with identity system, applications and manual guidelines)
 - ART 457 Advanced Graphic Design
(Comprised of various topics rotating each semester: Environmental Advertising, Security Printing Design, Experience Design and Design Portfolio)
 - ART 492 Individual Studies
(Comprised of various topics proposed by each student's POS individually)
 - ART 710 Graduate Studios
(Thesis Project in MFA: all disciplines in contemporary art including graphics)
 - ART 720 Graduate Studios
(Provided an impact of graphic and environmental design for architecture graduate students)
- Department of Graphic Design, Iowa State University, Ames, IA
**An Instructor for graphic design major studios. Created a new interdisciplinary Art485/584 for undergraduate and graduate students college of design at ISU.*
 - ARTGR 484/584 Special Topics in Graphic Design
(Introductory of user experiences UX in product and 3D design)
 - ARTGR 470 Graphic Design Studio V
(Disciplines in Symbology, C.I., Environment Design)
 - ARTGR 271 Graphic Design Studio II
(Disciplines in Type, Symbol, Publication Design)

Teaching Expertise:

- Human Computer Interaction
 - User Interface (UI) & User Experience (UX) Design
 - Research and methodology (Usability & Accessibility Test)
 - Analysis (Qualitative and Quantitative Statistic)
 - Human factors for Product Design
 - Heuristic analysis for empirical study
- Design Research & Methodology
 - Disciplines with a variety of design theories and methods.
 - Design marketing & management
 - Design criticism and analysis
 - Implementation of design principles and grid system
- Symbol and Environmental Design
 - Brand Identity & Logo
 - Connotative and Denotative Semiotic
 - Advanced design systems for Corporate Identity (C.I.)
 - Signage and way-finding system
- Typography
 - Typeface Design
 - Interpretation of type as symbol, image and language
 - Kinetic Typography
 - Typographic composition methodologies
 - 3D Type Experimentation
- Advertising & Promotion
 - Motion Graphic (2D and 3D)
 - Promotion & Campaign
 - Publication & book design
 - Infographic and analysis of visualization
- Others
 - Security Printing Design (Currency, Passport, Stamp, etc)
 - Architectural Graphic Design
 - Color Theory
 - Scientific Design Process and Methods

Award:

- Alex G. and Faye Spanos Distinguished Teaching Award, 2017
- Grand Award in '2016 Korean Society of Basic Design & Art Katowice International Exhibition,' in Poland, 2016
- 2015 U.S. Higher Education Faculty Awards, USA, 2015
- UNLV Foundation Distinguished Teaching Award, UNLV Foundation, NV, 2013
- Lincy Professorship Award with \$75,000 Grant, Lincy Foundation, NV, 2012
- Final-shortlist awarded, 'Moleskinerie Logo Design Competition,' 2011

- Semifinalist Certificate awarded, '2011 Adobe Achievement Awards,' 2011
- College Dean's Award (Extraordinary Performance at Iowa State University, 2006
- Premium for Academic Excellence (PACE) Award at Iowa State University, 2003
- Second-place winner in design competition, 'Daegu Universiad Games,' 2003
- Second-place winner in design competition, 'the 14th Busan Asian Games,' 2003
- Presidential Award for top graduating student at Daegu University, 2000
- Special Design Award in 'Korea Industrial Design Competition' held by Korea Association of Industrial Design, Korea, 1999
- Second-place winner in 'GM Daewoo Motor Design Competition,' 1999
- Honorable winner in 'LG International Design Competition,' 1999
- Honorable winner in "Design Competition" sponsored by Korea Tire Co., 1998
- Third-place winner in "Mobile Phone Design Competition" sponsored by SK Telecom, S. Korea, 1998
- Third-place winner "C.I. Design Competition" by Busan Broadcasting Station, S. Korea, 1994

Conference Proceeding Paper Presentation:

- Conference Proceeding-refereed, full paper presentation "Design pedagogy in symbology: denotative and connotative interpretation", The 2017 International Association of Societies of Design Research (IASDR) Conference, Cincinnati, OH (November 1- 3, 2017) **Poster presentation accepted on May 17.*
- Conference Proceeding-refereed, full paper presentation "Beyond Branding: Focusing on analysis of the Secondary Brand Identity (SBI) for the brand value", The 2017 KSDS Spring Conference, Seoul, Korea (June 3, 2017)
- Conference Proceeding-refereed, full paper presentation "Visual perception & cognition with a secondary identity for experience design", 2017 the 11th International Conference on Design Principles & Practices, George Brown College, Toronto, Canada (March 2-4, 2017)
- Conference Proceeding-refereed, full paper presentation, "A humanoid doing an artistic work - graffiti on the wall," 2016 IEEE/RSJ International Conference on Intelligent Robots and Systems., S. Korea (Oct 9 - 14, 2016)
- Conference Proceeding-refereed, full paper presentation "Ethical Decision: Designer's Responsibility in Sustainable Design", KSBDA International Conference, Pukyung National University, S. Korea (May 30-June 2, 2015)
- Conference Proceeding-refereed, full paper presentation "Design Ethics of Sexual Appeal in Advertising Industry", 2015 the 9th International Conference on Design Principles & Practices, University Center, Chicago (March 12-14, 2015)
- Selected speaker for education forum, "Type as symbol, image, and language from static to kinetic implementation", TypeCon Conference 2014, Washington DC, (July 30-August 3, 2014)
- Conference Proceeding-refereed, full paper presentation "Responses to Ethical Issues of Sexism in Advertising", KSBDA International Conference, University of Seoul, S. Korea (May 30-June 2, 2014)
- Conference Proceeding-refereed, full paper presentation "Effective Awareness in Sustainable Design", Sustain 2014 Conference, St. Ambrose University, Davenport, IA (March 27-28, 2014)
- University & College Designers Association (UCDA) 2013 Annual Design Educator Conference, "Design Strategies: Analysis of the SWOT Matrix", Chattanooga, TN (May 20-21, 2013)



- Conference Proceeding-refereed, full paper presentation “A Study of Visual Perception in Secondary Identity as Brand Value of Product Design”, 2013 KSBDA International Conference, Chung-Ang University, S. Korea (June 1, 2013)
- Keynote Speaker, ‘Envisioning Design 2013’: A Symposium on Graphic Design Profession and Education, University of Northern Iowa, IA (April 26, 2013)
- Conference Proceeding-refereed, full paper presentation “An Anatomy of Corporate Identity System in Design Education”, 2013 the 7th International Conference on Design Principles & Practices, Chiba University, Japan (March 6–8, 2013)
- Conference Proceeding-refereed, full paper presentation “Educator’s Responsibilities: Notion vs. Reality”, 2012 International Conference, San Jose State University, CA (July 1-3, 2012)
- Conference Proceeding-refereed, full paper presentation “Design Competency, Exemplary and Its Anomie in Design Education and Industry: Striving Human Capital as Professional Workforce”, 2012 University & College Designers Association (UCDA) Annual Design Educator Conference, Virginia Tech, VA (May 21-22, 2012)
- Conference Proceeding-refereed, full paper presentation “Symbol Methodology in Academic Disciplines and Practicums”, 2012 the 6th International Conference on Design Principles & Practices, University of California Los Angeles, CA (Jan 20–22, 2012)
- Conference Proceeding-refereed, full paper presentation “A Study of Design Rules, Methods and Assessments in Corporate Identity System” 2011 the 5th International Conference on Design Principles & Practices, Rome, Italy (Feb 2–4, 2011)
- Conference Proceeding-refereed, full paper presentation “Symbology & Methodology” 2010 KSBDA & UNLV International Conference: Korea Society of Basic Design & Art (KSBDA), Las Vegas, NV (July 1, 2010)
- Conference Proceeding-refereed, full paper presentation “A Case Study of Andragogical Model in Design Education: Experiments of the interactive teaching and learning rules in graphic design pedagogy”, Design Research Society (DRS) ‘2010 International Conference Design & Complexity’, Montreal, Canada (July 7–9, 2010)
- Conference Proceeding-refereed, full paper presentation “Kinetic Typographic Composition in 3D Space” 2010 KSBDA International Spring Conference: Korea Society of Basic Design & Art (KSBDA), Kyunghee University, Seoul, S. Korea (May 29–June 3, 2010)
- Conference Proceeding-refereed, full paper presentation “Typographic Composition Focusing on Design Methods in Pedagogy” 2010 the 4th International Conference on Design Principles & Practices, Chicago, IL (Feb 13–15, 2010)
- Conference Proceeding-refereed, full paper presentation “Type in Motion and Expression from Static to Kinetic” 2009 FATE (Foundation in Art: Theory & Education) International Conference: PROFESSIONAL AFFILIATION WITH CAA, Portland, OR (April 1-4, 2009)
- Conference Proceeding-refereed, full paper presentation “One Card, One Identity: Social Response of Personal Identity in the U.S” 2009 The 3rd International Conference on Design Principles & Practices, Berlin, Germany (Feb 15 –17, 2009)
- Conference Proceeding-refereed, “Helping Students Toward an Andragogical Model of Learning”, 4th Annual National UCDA (University of College Designers Association) Design Education Conference 2008, Miami, FL (May 29 –31, 2008)
- Conference Proceeding-refereed, full paper presentation “Introduction to New Computer Foundation Course in Art and Design”, The 2nd International Conference on Design Principles & Practices 2008, Miami, FL (Jan 9 –11, 2008)



- Conference Proceeding-refereed, full paper presentation, "Computation of 3 Dimensional Space "X, Y, and Z" in Kinetic Typography", 2007 iDMAa International Conference (The International Digital Media & Arts Association), Philadelphia, PA (Nov.8-11, 2007)
- Conference Proceeding-refereed, full paper presentation "Security Printing Design for the U.S. Driver License", AIGA(American Institute of Graphic Arts) 2007 Educator Conference, Nashville TN (May 31–June 2, 2007)
- Conference Proceeding- refereed, full paper presentation "Analysis of Online Communication Services focusing on E-mail Interface", Hawaii International Conference Art & Humanities, Honolulu HI (January 12–15, 2007)

Publication:

- Seo, S.-D., (2017) "Design pedagogy in symbology: denotative and connotative interpretation", The 2017 International Association of Societies of Design Research (IASDR) Conference, Cincinnati, OH (November 1- 3, 2017) *Poster presentation accepted on May 17.
- Seo, S.-D., (2017) "A study on interaction-driven comparison between analog and digital gaming control interface on smartphone," ProQuest Dissertation Publishing (ISBN# 9781369527544, 1369527543)
- Seo, S.-D., (2017) "Beyond Branding: Focusing on analysis of the Secondary Brand Identity (SBI) for the brand value", 2017 KSDS Spring Conference Proceeding (ISBN# 979-11-86874-05-9)
- Jun, Y., Jang, G., Cho, B.-K., Trubatch, J., Kim, I., Seo, S.-D., Oh, P.Y. (2016) "A humanoid doing an artistic work - graffiti on the wall," 2016 IEEE/RSJ International Conference on Intelligent Robots and Systems. (ISSN# 2153-0866)
- Seo, S.-D., (2015) "Ethical Decision: Designer's Responsibility in Sustainable Design," KSBDA (Korean Society of Basic Design & Art), Thesis Journal, pp 423-428 (ISSN# 2093-4890)
- Seo, S.-D., (2014) "Responses to Ethical Issues of Sexism in Advertising" KSBDA (Korean Society of Basic Design & Art), Thesis Journal, pp 126-134 (ISSN# 2093-4890)
- Published the Cooking Book: "Korean Seafood for 50-Taste of Fabulous New Korean Recipes" sponsored by the aT Center (Korea Agro-Fisheries & Food Trade Corporation), LA Ministry of Oceans and Fisheries (2014)
- Seo, S.-D., (2013) "Symbol Methodology in Academic Disciplines and Practicums", The International Journal of Design Education, Common Ground Publisher, Volume 7, Issue 1, pp65-85 (ISSN# 2325-128X)
- Seo, S.-D., (2013) "A Study of Visual Perception in Secondary Identity as Brand Value of Product Design", KSBDA (Korean Society of Basic Design & Art), Thesis Journal, pp 155-158. (ISSN# 2093-4890)
- Seo, S.-D., (2012) "Educator's Responsibilities: Notion vs. Reality", KSBDA (Korean Society of Basic Design & Art), Thesis Journal, pp 27-30. (ISBN# 978-89-964801-3-6)
- Seo, S.-D., (2011) "Arirang", IDEA 11 Art & Digital Narrative, International Digital Media & Arts Association (iDMAa), pp13-14.
- Seo, S.-D., (2010) "A Case Study of Andragogical Model in Design Education: Experiments of the Interactive teaching and learning rules in graphic design pedagogy", Design Research Society (DRS), International Conference Design & Complexity, pp108-119.
- Seo, S.-D., (2010) "Dreams", IDEA 10 Art & Digital Narrative, International Digital Media & Arts



Association (iDMAa), p29.

- Seo, S.-D., (2010) "Typographic Composition Focusing on Design Methods in Pedagogy", Design Principles and Practice: International Design Journal, Common Ground Publisher, Volume 4, Number 3, pp145-153.
- Seo, S.-D., (2010) "Kinetic Typographic Composition in 3D Space", KSBDA (Korean Society of Basic Design & Art), Journal Volume 4, pp 145-152.
- Seo, S.-D., (2010) "Static and Kinetic Aesthetics", 2010 KSBDA International Spring Exhibition, p14. (ISSN# 2093-4890)
- Seo, S.-D., (2009) "One Card, One Identity: Social Response of Personal Identity in the U.S", Design Principles and Practice: And International Design Journal, Common Ground Publisher, Volume 3, Number 3, pp293-300.
- Seo, S.-D., (2008) Published Logo Design "Schnable" on the book "Graphic Design Inspirations" which is released for the 2008 Frankfurt Book Fair: ISBN 978-3-86654-075-0, Daab Publishing, Germany.
- Seo, S.-D., (2008) "Introduction to New Computer Foundation Course in Art and Design", Design Principles and Practices: An International Journal, Common Ground Publisher, Volume 2, Issue 2, pp.35-42.
- Seo, S.-D., (2007) "Analysis of Online Communication Services focusing on E-mail Interface", Hawaii International Conference Art & Humanities. CD Journal published (ISSN #1541-5899).
- Seo, S.-D., (2007) "Unicorn" in Design Elements: A graphic Style Manual, p177, Rockport ISBN:1592532612.
- Seo, S.-D., (2007) c-print "Autumn" on brochure, p20: "2007 Pohang International Art Festival". ISBN:8995400706.
- Seo, S.-D., (2007) c-print "Experimental Typography" on brochure, p39: "2007 International Exchange Exhibition". Daegu University Press.
- Seo, S.-D., (2002) "Design Collection for Mint & Print": Korea Minting & Printing Corporation.
- Seo, S.-D., (2001) Co-author with Korea Mint & Printing Co. "A study on management of the prize and decoration system to encourage scientist and technician : with emphasis on design of the prize and decoration of science technology": Korea Science and Engineering Foundation.

Exhibition:

- 2017 ASBDA (Asia Society of Basic Design & Art) International Conference & Invitational Exhibition, "Optical Illusion II," Media: Digital Print, Asia Culture Center, S. Korea (August 18 - 20, 2017)
- 2017 Palmerston North International Invitational Exhibition, "Spatial Visualization: Canyon," Media: Digital Print, Massey University in New Zealand (July 3 - 7, 2017)
- 2017 KSBDA International Spring Conference & Exhibition, "Illusion of Transparent visualization," Media: Digital Print, Red Brick Gallery, University of Seoul, S. Korea (May 27 - 31, 2017)
- 2017 Seoul International Invitational Exhibition, "Optical Illusion I," Media: Digital Print, Seoul Arts Center, Seoul, S. Korea (May 6 - 12, 2017)
- 2017 Mexico City International Invitation, "Visual Cognition," Media: Digital Print, Mexico Korean Embassy, Mexico (February 16 -28, 2017)
- 2016 Annual KSDS (Korean Society of Design Science) International Invitational Exhibition, "Flip-It," Media: Digital Print, Doosungpaper, Seoul, S. Korea (December 12 - 16, 2016)



- 2016 Kuala Lumpur International Invitation Exhibition, "Type Composition," Media: Digital Print, Kuala Lumpur UM gallery, Malaysia (December 1 - 31, 2016)
- 2016 KSBDA International Fall Conference & Exhibition, "Type Experiment I," Media: Digital Print, Design Center, Chungbuk National University, Chungju, S. Korea (November 23 - 27, 2016)
- International Invitation Group Exhibition (USA, China, Tiwa, Japan and Korea), "Nature of type Algorithm," Media: Digital Print, Art Museum, College of Arts and Design, Daegu University, Daegu, S. Korea (November 14 - 25, 2016)
- 2016 Katowice International Invitation Exhibition held by University of Silesia: Title "Visualization of perceptual spatial," Media: Digital Print, Galeria Teatru Korez, Katowice, Poland (August 12 - September 10, 2016)
- 2016 London International Invitational Exhibition, "Self Promotion," Media: Digital Print, University of Reading, London, UK (June 30 - July 7, 2016)
- 2016 Barcelona International Invitation Exhibition: Title "Spatial Visualization," Media: Digital Print, IED (Stituto Europeo Di Design Barcelnoa), Spain (February 5-10, 2016)
- Faculty Group Exhibition, "Faculty Exhibition", Donna Beam Fine Art Gallery (UNLV) (September 11 - October 10, 2015)
- Seattle International Invitation Exhibition: Title "Visual Data Integration," Media: Paper, Henry Art Gallery, University of Washington, WA (July 2-10, 2015)
- 2015 KSBDA Annual International Exhibition: Title "Angular Momentum", Media: Paper, Art & Design Gallery, Pukyung National University, S. Korea (May 30-Jun 8, 2015)
- SAPPORO International Symposium & Exhibition: Title "Korean Calligraphy", Media: Paper, Art & Design Gallery, Hokkaido University of Education, Japan (February 10-15, 2015)
- Invited: International Art & Design Exhibition: Title "Visual Gravity", Media: Digital Print, Soochow University, China (January 5-30, 2015)
- 'Convergence of Visual Form - Convergence of the East and West Culture': Title "Arirang (Calligraphy)", Media: Digital Print, Centre Culture Coreen, Paris, France (August 13-19, 2014)
- 2014 KSBDA Annual International Exhibition: Title "CH-Implementation", Media: Digital Print, Art & Design Gallery, Duksung Woman University, S. Korea (November 30 - December 7, 2014)
- 'A New Vision 2014' Exhibition: Title "Type Expression", Media: Digital Print, SF State Special Gallery, San Francisco State University, CA (July 3-8, 2014)
- 2014 KSBDA Annual International Exhibition: Title "Interpretation of connotative communication", Media: Digital Print, Red Brick Gallery, University of Seoul, S. Korea (May 31-June 18, 2014)
- International Exchange Art +Design Show: Title "I Love My Family", "Inspiration" Media: Digital Print, Daegu Design Center, Daegu, S. Korea (January. 12-31, 2014)
- Art + Tech Show: "Kinetic Typography", Media: Motion Graphic, Foster Gallery, University of Wisconsin-Eau Claire, WI (January 23-February 27, 2014)
- 2013 International Invited Artwork Show: Title "4:6 Proportional Ratios", Media: Digital Print, MXM Arte Contemporanca, Italy (December 22-31, 2013)
- 2013 KSBDA Annual International Exhibition (Korean Society of Basic Design & Art): Title "Q: Type+Face", Media: Digital Print, Chungbuk National University, S. Korea (November 23-28, 2013)
- Juried Art Show: Motion Graphic "Journey" and "Apple Promotion", IDEAS13:Art and Digital Narrative, International Digital Media and Art Association(iDMA)'s 12th Annual Conference, Laguna College of Art and Design, CA (November 6-8, 2013)
- 2013 KSBDA Annual International Exhibition: Title "Continuation", Media: Digital Print, Design Gallery, Chung-Ang University, S. Korea (June 1-15, 2013)



- Collaboration with Dance Department, "Together 4", Judy Bayley Theatre at University of Nevada Las Vegas, NV & Korean National Sports University (October 20, 2012)
- Juried Art Show: Motion Graphic "The New Identity", IDEAS 12: International Digital Media and Art Association(iDMA)'s 10th Annual Conference, University of Florida and Miami/Dade College, Miami FL (November 8-10, 2012)
- Invited Design Show, Digital Painting: "Journey of Faith," 2012 Spring International Design Exhibition, Konkuk University, Seoul, S. Korea (May 19-15, 2012)
- Invited Artwork Show, Digital Print: "Global Warming," "Memory," 2011 International Exchange Exhibition, Korea Design Center, Seoul, S. Korea (November 22-27, 2011)
- Juried Artwork Show, Motion Graphic: "Arirang," IDEAS 11: Art and Digital Narrative", International Digital Media and Art Association (iDMAa)'s 9th Annual Conference, Savanna, GA (October 13-15, 2011)
- Juried Artwork Show, Motion Graphic: "Dream," IDEAS 10: Art and Digital Narrative, International Digital Media and Art Association (iDMAa)'s 8th Annual Conference, Vancouver, Canada (November 2-6, 2010)
- Invited Artist, Kinetic Typography: "Two Worlds," Application of Basic Design & Art, Kyunghee University, Seoul, S. Korea (May 29 – June 6, 2010)
- Juried Group Exhibition, "2009 Emotion & Life," 30 & Beyond, Iowa State University, IA (August 3-September 26, 2009)
- Group Exhibition, "Emotional Design: design for the humanities" , Kiehle Gallery, St. Cloud State University MN (February 11- March 6, 2009)
- Invited Artist, "4 Season II," 2008 Pohang International Art Festival, Pohang Culture & Art Center, Pohang/S. Korea (October 1- 11, 2008)
- Invited Artist, "Autumn C-Print," 2007 Pohang International Art Festival, Pohang Culture & Art Center, Pohang/S. Korea (November 29- December 4, 2007)
- Invited Artist, "The Artist's Eye: Bodies" Tropicana Hotel, Las Vegas/NV (February 1- 28, 2007)
- Invited Artist, "Experimental Typography," 2007 International Exchange Exhibition, Art Gallery, Daegu University, S. Korea (February 12- 16, 2007)
- Group Exhibition, "City Hall UNLV/CCSN Faculty Exhibition" Las Vegas City Hall Bridge Gallery (December 15 2006 - March 9, 2007)
- Group Faculty Exhibition, "Faculty Exhibition", Donna Beam Fine Art Gallery (UNLV) (September 29 – October 25, 2006)
- Group Exhibition, "Korea Minting & Printing Design", KOMSCO Gallery, S. Korea (May, 2000)
- BFA Degree Show, "Stop and Begin", Daegu Univ., S. Korea (May 1999)
- Juried Design Exhibition, "Korea Industrial Design Exhibition", Korea Institute of Design Promotion, S. Korea (1999)
- Group Design Exhibition, "SAMSUNG Design Membership Annual Exhibit", Samsung Design Research Center, S. Korea (1999)
- Group Design Exhibition, "SAMSUNG Design Membership Annual Exhibit", Samsung Design Research Center, S. Korea (1998)

Public Lecture:



- Invited for a panel speaker for the Cross-Disciplinary Approaches to Teaching Creative Problem Solving, UNLV, Las Vegas, NV (April 19, 2017)
- Invited Lecture, “Get ready! - Design Competencies,” Seminar presented at the SAGA Public Talk, Las Vegas, NV (October 27, 2016)
- Invited Lecture, St. Cloud State University, MN (November 18-19, 2015)
- Invited Lecture for the ‘Art Insight Visiting Lecture’, Southern Utah University, UT (October 8-9, 2015)
- Invited Lecture, SAGA: Students Association of Graphic Arts, University of Nevada Las Vegas (October 16, 2014)
- Visiting Lecture, Jeju National University, S. Korea (June 13, 2013)
- Visiting Lecture, Dongseo University, S. Korea (May 30, 2013)
- Visiting Lecture, Daegu Univ. S. Korea (March 12-13, 2013)
- Design Consulting for the Korea America Hospitality & Tourism Education Association (www.kahtea.org).
- Lecture for “Gear Up” students : Introducing Graphic Design Program
 - a. Pahrump Valley High School (March 25, 2011)
 - b. North Las Vegas High School (April 12, 2011)
- ‘Global Young Man’ Young-Nam Newspaper interview & article, South Korea (Published January 1, 2010)
- An associate chair for international conference, “KSBD&A & UNLV International Art and Design Conference, Las Vegas, NV (July 1, 2010)
- Interview & Article Published in the DU magazine, Vol. 54, summer 2009.
- Special Invited Lecture, Daegu Univ. S. Korea (May 13, 2009).
 - a. Section 1: “Inspirations beyond social and cultural difference”
 - b. Section 2: “ART +Design Education in the U.S.”
- Visiting Artist Lecture, University of Montevallo, Montevallo AL (November, 2008)
 - a. Section 1: “Understanding design rules, keeping design manners”
 - b. Section 2: “Art & design in my life”

Other Service & Activities:

- 2007-2009: An associate editor in Common Ground Publisher.
- Design Consulting for the Substantial Campaign Design, Food & Beverage Management Department in Hotel College (May 2009)
- Designed the entire Cooking Book: “ Korean Seafood for 50-Taste of Fabulous New Korea Recipes” sponsored by the aT Center (Korea Agro-Fisheries & Food Trade Corporation), LA Ministry of Oceans and Fisheries in Korea (November 2014)
- Peer review journals as an associate editor in the KSDS (Korean Society of Design Science (2013~current)
- Peer review journals as an associate editor in the Korea Contents Association (2013~2015)
- Peer review journals as an associate editor in (Korean Society of Basic Design & Art) KSBD&A (2007~current)



- 2007-2009, 2014-2016: Peer review journals as an associate editor in Common Ground Publisher
- Design Consulting for the Korea America Hospitality & Tourism Education Association (www.kahtea.org) 2012
- 2012 UKC (US-Korea on Science, Technology and Entrepreneurship) Conference Organizer, Los Angeles, CA (August 8-11, 2012)
- Design Consulting for the Substantial Campaign Design, Food & Beverage Management Department in Hotel College (May 2009)
- An associate chair for international conference, "KSBDA & UNLV International Art and Design Conference, Las Vegas, NV (July 1, 2010)
- A conference committee for organizing international conference, "Korean Society of Basic Design & Art", University of Bridgeport, Bridgeport CT. (August, 2004)

Committee Service:

- Department Bylaw Committee (2006 ~ 2013)
- Department Personnel Committee (2012 ~ Current)
- Department Scholarship Committee (2012 ~ Current)
- Department Media Committee (2013 ~ 2016)
- Department Visionary Committee (2013 ~ 2014)
- BFA & MFA Thesis committee (2006 ~ Current)
- College Merit Committee (2014)
- College Scholarship & Award Committee (2010 ~ 2014)
- UNLV Best Teaching Practice Expo Committee (2016 ~ Current)
- UNLV Scholarship of Teaching and Learning Award Committee (2017 ~ Current)