

Areas of Expertise

Experience Design & Interface Design

Utilizing user centered design principles, develop user interfaces for applications within consumer and government-deployed products, and web applications. Plan and document application structures, interface controls, and user interactions.

Information Architecture

Organize, design, and present user-center solutions. Create flow charts and schematics for large-scale ecommerce sites, government deployed sites, intranets, online forms, educational products, brochure ware, and radical email.

User Research & Usability Assessment

Plan and conduct usability evaluations of interfaces for web applications, and web sites. Create usability reports and recommendations that improve the user interface.

Netnographic Research (ethnography on the internet)

Plan and conduct netnographic researches that provide insight into user's behavioral patterns online.

Graphic Design/ Art Direction

Develop brand, collateral material, and interactive advertisement. Lead teams in development of international and nationwide campaigns.

Instructional Designer

Develop and arrange media in order to help learners and teachers transfer knowledge effectively.

Representative Clients

Allstate
Ameritrade
Arthur Andersen
Dynegy
Exelon
Hansol
Kryptonite

Panasonic
Phoenix Closures
RandMcNally
Sears
Schlage
State of Michigan
University of Chicago

History

- 2001 – Present **Experience Design Consultant, Modulium**
Developing user experiences and interfaces for web. Responsible for providing deliverables for print collateral, information architecture, and usability issues.
- Responsibilities:
- Art Direction
 - Client Relations
 - Documentation
 - Graphic Design
 - Information Architecture
 - Interaction Design
 - Project Management
 - Client Relations
- 2003 – 2004 **Experience Design Consultant, White Gazelle**
Developed user experiences and interfaces for the internet. Responsible for providing deliverables and input regarding usability issues both on screen and print.
- Responsibilities:
- Art Direction
 - Information Architecture
 - Interaction Design
 - Documentation
- 2001 – 2002 **Information Architect Instructor, Columbia College**
Information Architecture Instruction with strong emphasis on usability.
- 2000 – 2001 **Senior Information Architect, IBM**
Developed user interfaces for ecommerce and government deployed applications and sites. Included interface architectures, icon and screen design, and rapid prototyping for testing using Adobe Photoshop, Illustrator, and art direction of multimedia simulations.
- Responsibilities:
- Icon Development
 - Interaction Design
 - Information Architecture
 - Prototype Development
 - Usability Assessment
 - User Interface Design
- 2000 **Interactive Information Architect/Art Director, Ogilvy and Mather**
Developed user experience documentation for both client and for the education of team members. Art Directed interactive initiatives for web applications, sites, and advertisements.
- Responsibilities:
- Art Direction
 - Documentation
 - Information Architecture
 - Interaction Design
 - Prototype Development
 - User Interface Design
- 1999-2000 **Freelance Interactive Designer, Inforte**
Developed user interfaces for internal and external sites.
- 1999-2000 **Web Design Consultant, Artemis Design**
Designed and developed web portals specifically the travel industry.
- 1998-1999 **Multimedia Designer, Mindbuilder Interactive**
Project manager and multimedia designer for web and educational CD's.
- Responsibilities:
- Art Direction
 - Client Relations
 - Information Architecture
 - Project Management

- Icon Development
- Interface Design
- Prototype Development
- User Interface Design

1998-1999 **Multimedia Designer, Teledec**

Coordinated design team in production of internal website and client related pieces which encompassed everything from print, web, to self promotional CD's.

- Responsibilities:
- Art Direction
 - Client Relations
 - Icon Development
 - Interface Design
 - Information Architecture
 - Project Management
 - Prototype Development
 - User Interface Design

1997-1998 **Freelance Graphic Designer, Nightingale Conant**

Direct mail pieces, magazine advertisement, and logo design.

1997 **Multimedia Division Intern, J. Walter Thompson**

Conducted demographic research for online advertisement.

1997 **Freelance Graphic Designer, Exhibit Designer and Producers Association**

Logo development.

Education

1993 – 1997 **Bachelor of Fine Arts, University of Illinois at Chicago**

Course work completed in Graphic Design and Industrial Design.

1995 **Yonsei University in Seoul Korea**

Certification in language and international marketing.

2007 **MS Technical Communication and Information Design, Illinois Institute of Technology**

Master studies with a concentration in research and usability methods.

Publications

- April 2007 "Netnography Simplified: A Guide to Tracking Consumers' Online Behavior." Intercom.
- March 2007 Book Review: 6 Habits of Highly Effective Bosses. For Business Communication Quarterly
- October 25-28, 2006 "What's Not to Like?: Business Students' Opinions about PowerPoint Slide Design," Association for Business Communication Conference, San Antonio, Texas. (Co-author with Jo Mackiewicz and Ginnifer Mastarone)

Language

Korean, fluent wide knowledge