

Hoon Vince Yoon

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Portfolio Website:

<http://www.creativeyoon.com>

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Hoon Yoon, aka Vince is designer who has been experiencing diverse areas of Industrial, Product, UI/UX, and interaction design. From grad school to business field, he has been proceeding projects integrating with emerging technologies like interactive product/artifact/system that combines with interface, interaction.

In talking about his significant strength, he has an ability and experiences to distill the practical usability from converging different fields like finding solutions between industrial design-based ergonomics and UX-based methodology.

For grad thesis, he did a project about how augmented GUI interplays with exterior environments. Based on user-centric methodology and analysis he designed several types of interface models integrating with physical artifacts, for prototyping how augmented GUI could be permeated into our actual life.

Education



Rhode Island School of Design (RISD) | Providence, RI

Master of Industrial Design (MID), Sept.2014 - Jun.2016

Grad Thesis: **Interplayable Surface**

An exploration on Augmented GUI that coexists with physical environments

Thesis Project URL: <https://www.creativeyoon.com/thesis-real>

The goal of thesis was to design an interactive GUI (graphic user interface) that coexists with physical surfaces. Based on an understanding of user behavioral patterns for accessing information, experimentations and prototypes were tested with participants. Through the process of understanding User-factors, thesis suggested several types of speculative user-scenarios for how augmented GUI could be permeated into actual life.

Keywords

Interactive Design, HCI, GUI/UX, Augmented Reality, Affordance, Projection Mapping



Korea University | Seoul, South Korea

Bachelor of Fine Arts (BFA), **Industrial and Information Design**,

Mar.2008 - Feb.2014

Graduate Project: HXD Project (Healthcare eXperience Design)

Project URL: <http://www.creativeyoon.com/#!graduation-project/c1567>

Experience



UX Planner & UX Designer | Designfever

Jan.2017 ~ **Present** - 6 month | Seoul, South Korea

Designfever is digital design agency doing UI/UX, Interaction integrated projects with global companies in South Korea. As UX Planner & UX Designer, I have been participating in several projects regarding Tangible Interface partially integrating with industrial design, or planning UX wireframe of an interactive interface.

Company URL: <http://designfever.com>

1. Samsung Interactive Table for Samsung Galaxy S8 New York Unpack 2017, Jan.2017 ~ Apr.2017

Reference: 1. <https://www.youtube.com/watch?v=Sc-2hg7E64>
2. <https://www.youtube.com/watch?v=V0LaO9wXvpo>

- * Participated as an UI planner and UX architect for designing the UX structure and wireframe of Samsung Interactive Table
- * Designed Hierarchical information tree from a perspective of UX-based methodology (in terms of Information Architecture)
- * Designed and proposed the interaction sequences responsive to haptic gestures for multitaction table and objects' (Galaxy S8 and Transparent Acrylic Dial) physical movement on a surface
- * Participated making the overall story-contents structure and flow of Samsung Interactive Table
- * 3D-modeled and prototyped Transparent Acrylic Dial, which generates graphic interaction on a multitaction surface as an interactive medium
- * Designed usability sequences and interactions of how interactive table synchronizes with Samsung Gear VR, Samsung Gear S3, Samsung Gear 360

2. Lexus Interactive Installation Project, Apr.2017 ~ Present

- * Currently Participates as an UX architect and Interaction Designer for designing the UX structure and wireframe of Lexus Interactive Installation
- * Propose several concepts of how interactive installation integrates with Lexus LS
- * Plan and design the overall interaction sequence of installation
- * Involved in Interaction Development part in the process of designing graphic interaction responsive to physical gesture

3. Lexus Homepage Renewal (Korea Ver.), Apr.2017 ~ May.2017

- * Currently Participates as a proposer for proposing the new contents architecture of Lexus Korea's corporate website renewal

4. Samsung Interactive Table for Samsung Galaxy Note 8 Unpack 2017, Jun.2017 ~ Sept.2017 (Ongoing)

- * Currently Participate as an UI planner and UX architect for UX structure and wireframe of Samsung Interactive Table
- * Propose several usability concepts for how Galaxy Note 8 controls the table interface by Gyro Sensor
- * Design User Experience regarding utilizing S - Pen to interactively play with interactive table (e.g. Navigating and access to Head Menus by drawing the icon with S - Pen)
- * Design hierarchical information Architecture of overall features of Galaxy Note 8
- * Design and propose the interaction sequences responsive to multitaction's haptic gestures
- * Establish UX guidelines by collaborating with Cheil Worldwide's Tech Team

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5. Samsung Unpack Application for Samsung Galaxy Note 8 Unpack 2017, Jun2017 ~ Sept.2017 (Ongoing)

- Currently Participate as an UI planner and UX architect for UX structure and wireframe of Samsung Unpack App
- Design hierarchical information Architecture for contents
- Rapidly prototype the key UX of application by prototyping tool - Sketch
- Design Sequential graphic motion wireframe in planning with User Selling Point(USP)
- Design and propose the interaction sequences compatible with Samsung Unpack Launching show for Samsung Galaxy Note 8



Authentication, 2013

Pin Upp Concept Design Awards, Oct 2013

Category : Student concept design
<https://www.creativeyoon.com/flexi-bike>



reddot design award
winner 2013

Winner, 2013

Reddot Design Award - Concept Design, Aug 2013

Category : Mobility
 1) <http://www.red-dot.sg/en/online-exhibition/concept/?code=915&y=2013&c=3&a=1>
 2) <https://www.creativeyoon.com/flexi-bike>
 3) <http://www.yankodesign.com/2013/10/17/the-joy-of-biking/>



Finalist, 2013

International Design Excellence Awards (IDEA), Apr 2013

Category : Student Design
 1) <http://idsa.org/pill-clip>
 2) <https://www.creativeyoon.com/pill-clip>

Awards & Honors



Designer of the Year, 2017

A Design Award & IAD(International Association of Designers), Apr.2017

Nominated and suggested for the Prime "Designer of the Year" title by one of the IAD members.

* Nominations are made anonymously through suggestions for winners by A' Design Award laureates.



Grand Prize, 2012

GM Korea Student Automotive Challenge 2012, May 2012

Participated in as a graphic & car exterior designer
<https://www.creativeyoon.com/gm-korea>



Gold Winner, 2017

A Design Award, Apr.2017

"P-GUI Sticker" for prototyping the augmented interface in the thesis process won the Gold Winner at the concealed category "Advanced Design & Design Research" of A Design Award 2017

<https://www.creativeyoon.com/thesis-real>



Financial Aid as scholarship grant

Rhode Island School of Design (RISD), March 2014

Got awarded 10,000\$ financial aid as scholarship funding from RISD



Winner, 2017

K-Design Award' 17, May 2017

Category : Industrial Design-"Flou"
<https://www.creativeyoon.com/flou>



Seokrim Scholarship, Korea University, 2008

Seokrim Scholarship Committee, Korea University, Sep 2008

Awarded by Seokrim Scholarship Committee, Korea University



Winner, 2017

Asia Design Prize 2017, May 2017

"Watertank Wheel"

<https://www.creativeyoon.com/watertank-wheel>

Skills



Design

- * Industrial Design / Product Design / Design Methodology-based Strategy / Planning / Sketch

Software

- * Photoshop / Illustrator / Rhino 3D / Keyshot / After Effects / Processing(Visual Programming) / Arduino(Physical Interaction) / Adobe XD

Interaction / UI / UX

- * UI Design / UI Planning / UX Architecture / Interaction Design / Projection Mapping / Tangible User Interface(TUI) / Kinect Interaction

Fabrication

- * 3D Printing / Woodworking / Physical Computing with Sensors / Soldering



Bronze, 2014

SparkAwards, Dec 2014

Category : Concept Design
<http://www.sparkawards.com/galleries/index.cfm?entry=3B014194-5056-A832-A284A8EB5EC0D045>



Finalist, 2014

Spark Awards, Dec 2014

Category : Concept & Student design
<http://www.sparkawards.com/galleries/index.cfm?entry=16FBC6A5-F403-A5DD-77D796A81A06B77E>



Bronze, 2013

Pin Upp Concept Design Awards, Oct 2013

Category : Healthcare Design sponsored by Samsung Electronics
<https://www.creativeyoon.com/pill-clip>