

Koo Ho Shin

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Tools & Skills

Rapid freehand sketching, Visualization,
Physical prototyping, Model-making,
Photoshop, Illustrator, InDesign,
After Effects, Dreamweaver,
Solidworks, Rhino

User research including
field observation & interviewing,
developing persona & scenario,
conceptual models & diagrams
from research findings

Significant Awards and Honors

University and College Honors | May 07
IDSA Mideast Student Merit Awards | March 07
The Honor Society of Phi Kappa Phi | Feb. 07
Andrew Carnegie Society Scholars Award | Oct. 06
Lee Goldman Scholarship | School of Design | May 06
Student Employee of the Year Recognition Award | Apr. 06
Dean's list | Spring 04– Spring 07

Education

Carnegie Mellon University, Pittsburgh, PA
BFA in Industrial Design with University and College Honors | GPA: 3.94 | Sept. 03– May 07
Concentration in Communication Design

Hankuk University of Foreign Studies, Seoul, Korea
BA in Italian Studies | March 95– Feb. 98, March 01– Feb. 02
Minor in Mass Communication & Broadcasting

Experiences

Smart Design, internship, New York, NY | Oct. 07– Present

Worked with a group of designers and engineers to create a whole line of office tools / accessories, and bathroom accessory for the client. Focused on easy usage of the product, visual language of the company, less material and longer product life cycle. Participated from the brainstorming stage, idea development, iteration process, user testing, to model making and 3D modeling.

Apple Inc., internship, Cupertino, CA | May 07– Aug. 07

Researched potential market and features for the development of future versions of the iWork Suite; responsible for creating a reference white paper for use by interaction designers, engineers, and marketing staff. Interviewed subject matter experts, analyzed competitors' products workflow, and suggested feasible features and templates.

Giant Eagle; Shopping Cart Redesign, Pittsburgh, PA | Jan. 07– May 07

Redesigned a local food retailer's shopping cart based on the observation of customers' behavior, interviews, and defined value proposition for broader shopping experience. Collaborated with an interdisciplinary team of Master engineering students.

Bayer (via Carnegie Mellon University), Pittsburgh, PA | Fall 06

Explored potentials products for a new material (Baypreg®); Proposed Modular Emergency Shelter Components that can be built quickly by refugees in an emergency and restoration period.

Wall to Wall Studios Inc., internship, Pittsburgh, PA | June 06– Aug. 06

Delivered printed materials, packaging, interface design, and device design for toddler's computer; clients include ACLU, Emerson Process Management, Allegheny Regional Asset District, University of Pittsburgh, and more. Brought multiple ideas based on the clients previous projects and history, discussed each direction with the team, then executed the design to final printing.

SK C&C; Virtual Garments Fitting project, Seoul, Korea | June 05– July 05

Participated in Ubiquitous Fashion Project; planned graphical user interface with the choreography around 3D body scanner and life size screen to present convergence of IT and fashion.

Freelance Graphic designer, Seoul, Korea | May 02– Feb. 03

Designed advertisement and print materials for Education department of Jungang Ilbo (Korea's most read newspaper) and Pacific Island Club Resorts Korea.

Multimedia Contents producer, Korean Army, Korea | Dec. 98– Feb. 01

Created monthly video magazine for troop information and education and distributed ; news writing, video shooting and editing at the 2nd Division of Korean Army.

Design featured in Publications

Stuff (French edition) | Voice Activated cell phone | Dec. 07

Tuvie.com | Tag Heuer prosthetic leg | Nov. 07

CNN.com/ technology | The beauty of solar power | Sept. 24. 07

Eslite Reader (Lifestyle magazine, Taiwan) | Meals to come! (Solar cooker) | Sept. 07 issue

Yankodesign.com | Voice Activated cell phone, Solar Cooker | March 26. 07

Activities

IDSA | May 07– Current ,

IDSA, Student Chapter | Fall 05– May 07

Undergraduate Research Journal Design Director | Sept. 05– May 07

Computer Consultant (Adobe apps. & printing) | Sept. 05– May 07, (Head since Sept. 06)

Teaching Assistant for Design Studio class | Jan. 06– May 06

Fashion designer, Lunar Gala Fashion Show | 04, 05

Radio/TV producer and engineer, University Broadcasting Services | 95– 97, 01