

YUSUN CHOI

insightful design
yusunchoi.com

EDUCATION

Art Center College of Design, Pasadena, CA

M.S. in Industrial Design, planning to graduate in Dec. 2011

Art Center College of Design, Pasadena, CA

B.S. in Product Design, Dec. 2007

Ewha W. University, Seoul, Korea

B.S. in Statistics, Feb. 2002

FUNDED PROJECTS

American Red Cross + ACCD

Sept. 2011 ~ Dec. 2011

Offered a solution for the next generation of Emergency Response Vehicle for ARC in order to increase awareness of the public and clarify the activities of ARC ERV.

Honda | Milliken + ACCD

Sept. 2006 ~ Dec. 2006

Identified the needs of baby boomers and created a story for the physically and emotionally sustainable lifestyle of the baby boomer generation with the vehicle interior design solution. Presented to Sustainability Summit at Art Center College of Design, Pasadena, CA Summer 2007

RECOGNITION

Scholarship

Art Center College of Design, Pasadena, CA
Graduate Industrial Design, Sept. 2009 ~ Dec. 2011

Sustainability Summit

Summer 2007

Honda | Milliken sponsored project

Art Center Gallery

May. 2006 ~ Aug. 2006, Jan. 2006 ~ Apr. 2006

EXPERIENCE

Philips Design, Hong Kong

Visual Trend Analysis / Headphone Design Internship

Jan. 2011 ~ Apr. 2011

Through the duration of three months, I was fortunate enough to accomplish three different projects. I helped headphone design for the year 2013~2015 market.

I researched and analyzed with offering design opportunities for bike commuters in urban areas with Visual Trend Analysis team. I also analyzed the french headphone market to find and benchmark a trend, closely working with a design management director and marketing manager.

Tabletops Unlimited Corp., Carson, CA

Cookware Design

Jun. 2008 ~ Aug. 2008

Designed cookware handles and prototypes.
Sole analyst of trends of cookwares and cultures.
Contributed visual database library.

Munchkin and Bamboo Inc., Northhill, CA

Baby toy Design Freelancing and Internship

Apr. 2008 | May. 2006 ~ Aug. 2006.

I designed various baby toys and sippy cup graphics that immediately entered to Target and Wal-Mart. While closely working with a product development manager, I learned legal requirements to meet, and babies' behaviors to consider for baby toys.

SKILLS

SolidWorks, Photoshop, Indesign, Illustrator, Dreamweaver, Excel, Keynote, After Effect, English, Korean

INTEREST

Watching current consumer and market trends.