

KOO HO SHIN

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Experiences

Smart Design, intern, New York, NY | Oct. 07 - May 08

- ▶ Took charge and completed a bathroom accessory design: now in the market.
- ▶ Collaborated with designers and engineers to create OXO office product line: 3 of my ideas were manufactured: now sold in Staples.
- ▶ Participated in designing Tefal appliances, cooking tools, OXO TOT products.

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

- ▶ Researched markets for the development of future versions of the iWork Suite: interviewed subject matter experts, analyzed competitors' products workflow.
- ▶ Influenced the team to shift from pre-established market priority with my outcome.
- ▶ Formulated a white book for use by UI designers, engineers, and marketing staff.

Giant Eagle (client); Shopping Cart Design, Pittsburgh, PA | Jan. 07– May 07

- ▶ Designed a local food retailer's shopping cart based on the observation of customers' behavior, interviews, and defined value proposition - now patented.
- ▶ Collaborated with an interdisciplinary team of master engineering students.

Sponsored project

American Red Cross NY (Art Center), Pasadena & New York | May 09 - Dec. 09

- ▶ Created a strategic plan, direction for new products, and patent/copyrightable products based on field research, interviews, and problem analysis: Rebranding and creation of new revenue channel: American Red Cross Fashion.
- ▶ ARC NY showed interests in ARCF and elevated it to National level.

Other design works

- ▶ Wall to Wall Studios, Graphic design intern, Pittsburgh, PA | June 06– Aug. 06
- ▶ SK C&C; Augmented Reality fashion project, UI designer, Korea | June 05– July 05
- ▶ Multimedia Contents producer, 2nd Div. HQ, Korean Army | Dec. 98– Feb. 01

Education

Art Center College of Design, Pasadena, CA | Sept. 08 – present
M.S. in Industrial Design (expected in 2011)

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

Design featured in publications

IDEA 2010, Fastcodesign.com | American Red Cross Fashion | Jul. 10
Patent | 20090058024 Shopping cart | Mar. 09
Stuff magazine (French) | Voice Activated cellphone | Dec. 07
Tuvie.com | Tag Heuer prosthetic leg | Nov. 07
CNN.com/ technology | Solar Cooker | Sept. 24. 07
Yankodesign.com | March 26. 07

Significant awards & honors

IDEA 2010 Silver award | American Red Cross Fashion | Jul. 10
Grad ID Student Merit Award: scholarship | 08 ~ 10
IDSA Mideast Student Merit Awards | March 07
The Honor Society of Phi Kappa Phi | Feb. 07
Andrew Carnegie Society Scholars Award | Oct. 06
Student Employee of the Year Recognition Award | Apr. 06

Tools & Skills

Rapid freehand sketching, Visualization, Physical prototyping, Solidworks, Rhino, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, MS office, Keynote, Ethnographic research, Data modeling.