

YOON JUNG CHOI PhD

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EDUCATION

PhD in Innovation Design Engineering at Royal College of Art, UK

09/ 2014 - 09/ 2019

Supervisors & Advisor: Dr. John Stevens, Clare Brass, Dr. Leila Sheldrick and Dr. Dan Lockton

Doctoral Thesis: Design to let things go: Toward an understanding of user detachment from hibernating or accumulated objects at end of use and the promotion of object longevity and material circulation through care practice.

MA in Graphic Communication Design at Kingston University, UK

09/ 2002 – 06/ 2003

BA in Product Design at Central Saint Martins, University of the Arts London, UK

09/ 1999 – 06/ 2002

ACADEMIC APPOINTMENTS

Virginia Polytechnic Institute and State University, Virginia, UK

BSc Industrial Design

Assistant Professor

08/ 2022 – present

- Responsible for undergraduate student pastoral support, progress and attendance, and for maintaining records.
- expand the program's ability to embed industrial design both in a wider material and visual culture and to understand the diverse social communities it serves
- shape research initiatives that expand the Industrial Design program, influence the profession and university through service, and develop high impact design practices in the classroom that empower the next generation of designers.

University of Arts London, Central Saint Martins, London, UK

BA Product and Industrial Design

Lecturer (equivalent to US Assistant Professor)

09/ 2020 – 08/2022

- Responsible for undergraduate student pastoral support, progress and attendance, and for maintaining records.
- Develop pedagogic approaches and curricula that stimulate thinking and practice to question and augment the canon of product design with the aim of promoting diversity and inclusivity.
- Expand the capacity of the course design to develop the engagement and attainment of lower-performing students.
- Organise Anti-Racist events such as 'Celebrate your Culture' and the introduction of peer mentoring and a 'Happy Studio' approach to support students' sense of community and

belonging, and encouraged the sharing of the voices and experiences of students from a range of backgrounds.

- Establish the course structure with the aim of eliminating feedback about inequality by reviewing the attainment and progress of lower-performing students and supporting their engagement and progress through direct contact.

- Extend students' level of understanding of sustainability through the design thinking process in order to ensure the curriculum is at the forefront of critical creative practice and is relevant to a diverse and international range of students.

- Run a series of workshops and lectures on Sustainability Design Study and Circular Economy and System.

- Develop blended learning class structures.

- Deliver lectures on 'Design for Sustainable behaviour', 'Sustainable design', 'Design research method series' and 'Human-centred Design'.

- Direct, guide and assess students' projects across all years.

- Provide Sustainable Design Study package feedback and conduct assessment.

- Research focuses on design's application to social, environmental and humanitarian innovation in creating products, interactions and systems and sustainable innovation through impactful industry collaboration.

- Present research at international conferences such as PLATE and Sustainable Innovation 2021.

- Responsible for recruiting forthcoming academic year students and the academic member of staff.

Royal College of Art, London, UK

MA Innovation Design Engineering, School of Design

Visiting Lecturer (equivalent to US Adjunct Faculty)

06/ 2015 – 06/2015

- Supported tutorial-based teaching to final year postgraduate students for their graduation show.

- Reviewed the final year students' essays and their final reports.

INDUSTRY PROFESSIONS

Kang and Kang Law Firm, Seoul, Korea

Graphic designer

12/ 2012 – 07/ 2013

- Designed company booklets and developed ideas for their promotional packs.

Bluemarlin Brand Design, London, UK

Middleweight/ Senior Structural and 3D designer

05/ 2004 – 03/ 2009

- Designed products and packaging, and managed the projects for the various clients: Projects clients include Cusson, Sainsbury Glassware and GSK Sensodyne.

- Developed product and packaging concepts for Cadbury chocolate, Cussons Carex hand wash, and Werther's Original butterscotch.

- Project involved in developing design concepts for Coca cola, GSK, Macdonald and Carlsberg.

- Developed a good partnership between BlueMarlin Brand Design and a range of South Korean manufacturing companies (e.g. CJ)

- Monitored other colleagues' development process and supported them by providing relevant design knowledge and skills.

- Presented the various project to different clients and attended workshops to explore and present the ideas.

Lewis Moberly, London, UK
Structural and 3D Designer

04/ 2004 – 05/ 2004

-Design concept development for clients Café Direct.

SiebertHead, London, UK
Structural and 3D Designer

04/ 2004 – 04/ 2004

-Developed product and packaging concepts for Carlsberg and Bailie Nicol Jarvie Whiskey.
-3D prototypes development for diverse clients.

Samsung Design Europe, London, UK
Design Researcher

10/ 2003 – 08/ 2004

-Conducted collaborative research with SeymourPowell Foresight: Research future trend and the colour of electronic devices.
-Translated English version of research material to Korean.

Samsung Design Head Quarter, Seoul, Korea
Internship

06/2002 – 08/ 2002

-Developed design concepts for the future domestic appliances such as hoovers and rice cookers.
-Researched and analysed US domestic appliances market.

Design Bridge, London, UK
Internship

06/2001 – 07/ 2001

-Developed structural packaging design concepts and ideas for KP nuts and Bash & Lomb disposable soft lens.

The Body Shop Design Studio, London, UK
Internship

08/2000 – 08/ 2000

-Developed structural packaging design concepts for 2001 products ranges.

WORKSHOP & GUEST TEACHING

Amore Pacific Corporation, South Korea

Jan 2021

-Responsibility and commitment in the design process for sustainable behaviour

Hyundai Handsome Corporate, South Korea

Dec 2020

-Care practice and product-service system

Central Saint Martins, University of the Arts London UK

Dec 2019

-Generating ideas through caring factors

Samsung Electronics, UK

Jan 2018

-Promoting sustainable behaviour in users' end-of-use phase through care practice: Electronic products

Innored, London, South Korea

July 2017

-Promoting sustainable behaviour in users' end-of-use phase through care practice: Packaging

Amore Pacific, South Korea

July 2017

- Promoting sustainable behaviour in users' end-of-use phase through care practice: Cosmetic products

Royal College of Art, UK

Dec 2016

-Understanding lingering emotions and caring factors

Royal College of Art, UK

Dec 2016

-Understanding user types and caring factors

RESEARCH & PUBLISHED WORKS

Thesis

Choi, Y. 2019. 2020. *Design to Let Things Go: Towards an understanding of user detachment from hibernating or accumulated objects at end of use and the promotion of object longevity and material circulation through care practice*. PhD. Thesis, Royal College of Art, London.

International Journal and Conferences

Choi, Y. 2023. Implementation of AI in the toy and game product design to foster sustainable play: Literature Review and Conceptual Framework of Circular Economy Requirements. In: *Sustainable Innovation 2023, 20-26 March 2023, Surry, UK*. Upcoming proceeding.

Choi, Y. Integrating Care Practice into Product Design Education: Insights on Care-giving Behaviour, Design and Sustainability. In *2nd International Research & Education in Design Conference 2022, 19 & 20 May, Portugal*. [Online]. Lisbon School of Architecture of the University of Lisbon.

Choi, Y., Ballie, J. and Puri, Al. Reincarnation & Upcycling. In: Charter, M. ed. In *Accelerating Sustainability in Fashion, Apparel and Textiles*. Routledge, Upcoming book chapter

Choi, Y., Rodgers, P. and Lee, K. Commitment and Responsibility in the design process for sustainable behaviour: commitment and responsibility in packaging reuse 2021. In: *4th Product Lifetime And The Environment conference, 26th-28th May, Ireland*. [Online]. University of Limerick, <https://ulir.ul.ie/handle/10344/10202>.

Choi, Y. & Stevens, J. 2021. Care practice and product-service system: design thinking towards user detachment from hibernating or accumulated clothing at end of use. In: *Sustainable Innovation 2021, 15-21 March 2021, Surry, UK*. [Online]. UK: University of the Creative Arts, pp.103-115.

Choi, Y., Stevens, J. and Brass, C. 2018. Carative Factors in the Design Development Process: Towards Understanding Owner-Object Detachment and Promoting Object Longevity. *The Design Journal*, 21 (4), pp. 447-497.

Choi, Y., Stevens, J. and Brass, C. 2017. Carative Factors to Guide Development Process for Object-Owner Detachment in Enabling an Object's Longevity. In: *2nd Product Lifetime and The Environment Conference, 8-10 November 2017, Netherland*. [Online]. TU Delft University, pp.84-88

Choi, Y., Stevens, J. and Brass, C. 2015. Opportunities for Sustainable Packaging Design: Learning Pregnancy as a Metaphor. In: *Sustainable Innovation 2015 20th International Conference 'State of Art' Sustainable Innovation & Design, 9-10 November 2015, Surry, UK*. [Online]. UK: University of the Creative Arts, pp.55-65.

International Magazine

UPM Biofore beyond fossils, 18th Jan 2021 Top 3 packaging trends set to dominate 2021.

KIDP, What is design research? 19th Oct 2021

Design Week. Vol 20, 2005. Concept sketches of the future New York taxi.

New Design, July 2005. The series of design ideas for the article 'if..'

Packaging Design News, September 2005. Concept sketches of the future water bottle.

Award and Exhibition

Royal College of Arts, London, UK

Work in Progress Show 2016

Royal College of Arts, London, UK

Work in Progress Show 2015

Design Trust for Public Space at Parsons School of Art and Design, New York, USA

Publish exhibition, 2006

Toshiba Hard Disc Drive Revolution Design Competition, UK

Highly commended Award, 2005

ICI Dulux Student Design Award

Runner up Prize, 2001

Journal Reviewer

The Design Journal, Reviewer

2018 – Present

Design and Culture, Reviewer

2020

LANGUAGES

English Fluent

South Korean Fluent

OTHER EXPERIENCE & ACTIVITIES

Carbon Literacy

Completed certified course, *2021*

External Mentor at Korean Institute of Design Promotion (KIDP)

Mentoring for the early career designers and researchers in Korea, *Jan 2021*

Lead Korean Language School in East London

Set up and managed nonprofit organization, *2019*

Developed curriculum that stimulates thought and practice to learn Korean language for the young Korean–British kids.