

Curriculum Vitae

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Current Positions

- Associate professor/ Graphic Design Program, Department of Art, CSULB
- President/ ANDLAB Inc., Los Angeles

Major Achievements

- **Managing and directing ANDLAB Inc.**
Since 2006, I have built and grown a successful consulting business that specializes in cross-cultural brand development, brand positioning, and brand naming for domestic and international clients.
- **Founded ANDLAB-Gallery**
In 2001, I opened an alternative art exhibit space that promotes experimental works of contemporary artists and professional designers.
I have curated over 30 shows featuring the works of more than 150 artists. I have hosted receptions and directed related creative venues for the exhibits.
- **Founded ANDLAB-EDU**
In 2002, I founded an experimental art and design education school for young people.
Developed unique character based art and design education program.
Provided jobs and guidance to over twenty aspiring art and design educators.
Awarded approximately \$200,000 in scholarship funds for its students from 2003 to 2009.

Education

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| 1991 | MFA, Graphic Design (with honors) Art Center College of Design, Pasadena |
| 1989 | BFA, Graphic Design (with honors) Art Center College of Design, Pasadena |

Career History

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| 2006–present | Associate professor, CSULB |
| 1996–present | President, ANDLAB inc, Los Angeles |
| 1996–2008 | Faculty, Art Center College of Design, Pasadena |

1992–1995 Consultant, Lippincott and Margulies, New York
 1989–1992 President, Folio Design, Los Angeles

Major Corporate and Brand Identity Projects since 1989

Nineteen years of experience in domestic and global corporate and brand identity projects. Currently managing ANDLAB Inc., which specializes in brand consulting and design for product and service brands in the lifestyle, food, pharmaceutical, and fashion brands.

Key areas of competency are:

- Research, market positioning, brand concept development, and design
- Naming for meaningful impact and recognition
- Logotype and visual symbol design
- Brand style guide design to help brands reach their potential through effective, consistent application
- Web design, including e-commerce set-up
- Packaging design

Selected branding and identity development projects:

Corporate identity and application system development for Samsung Corporation (Global conglomerate)
 Corporate identity and application template design for BellSouth Corporation (Telecommunication)
 Brand positioning and consulting for Payless ShoeSource (Footwear)
 Brand concept design, positioning, and packaging for Emei Mountain Spring Water, Sichuan, China (Beverage)
 Brand concept design, product concept design, and store design for Shawna Gallego, Pasadena, CA (Food)
 Re-positioning and re-branding BENEV Company, Irvine, CA (Pharmaceutical / Cosmetics)
 Corporate identity and website design directions for HepaHope, Irvine, CA (Pharmaceutical)
 Brand positioning for Salus Inc, Los Angeles, CA (Specialty Fashion)
 Product catalog design for pleaserUSA, Fullerton, CA (Specialty Footwear)
 Website design consulting for 9-HEADS Media, Los Angeles, CA (Educational)
 Corporate identity design for Santa Fe Sports, Los Angeles, CA (Footwear)
 Corporate identity design for Guidant Corporation (Medical)
 Corporate identity and visual communication guide design for PacifiCare (Health)
 Brand positioning and product design guideline for Speedo, Los Angeles, CA (Sports)
 International dealership identity and design manual development for HYUNDAI Motor Corp. (Automobile)
 Corporate identity & branding system development for BEACHBODY (Fitness)
 Brand naming, packaging, and visual marketing program development for MINDTIX (E-Commerce Software)
 Brand naming, packaging concept, and identity development for BENEV Company Inc. (Pharmaceutical / Cosmetics)
 Corporate identity, and branding system development for SOAP Inc. (Sports)
 Product packaging design for U.S. market launch research for JINRO Corporation (Beverage)
 Design consultant for Cheil Communications, Los Angeles, CA (Advertising)
 Corporate identity design for Harcourt General (Entertainment)

Participated in other corporate identity and branding projects:

The Gillette Company, ARCO(am/pm Mini Mart), American Heart Association, Colgate Company, Tropical Safety Research, Hitch, IPIX, KIA Motors, Carsdirect.com, CDZON.com, Conexant and Nike.

Teaching and Educational Field Experience

Delivered professional and advanced level instructions in corporate and brand identity consulting and design in elite design programs, leading global businesses and professional networks since 1996. Experienced instructor in typography and foundation Art/Design classes.

Founded and operated a private art and design school since 2002. Designed curriculum and directed teaching and administrative staff. Trained teachers and established bases for franchise network.

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| 2006–present | Associate Professor, CSULB <ul style="list-style-type: none"> • Advanced graphic design class in branding and identity design • Typographic Class • Art and design foundation classes |
| 2002–present | Founder, Principal, ARTLAB-EDU, Los Angeles <ul style="list-style-type: none"> • Curriculum design in fine art, illustration, graphic, fashion, and product/transportation design • faculty training, staff management |
| Since 2009 | Senior Researcher, Consultant, World OKTA/ OKTA SC <ul style="list-style-type: none"> • Cross-cultural branding seminars • Corporate Communication education |
| 1996–2008 | Faculty, Graphic Design Department, Art Center College of Design <ul style="list-style-type: none"> • MFA seminars, MFA level independent studies program • Advanced level Graphic Design Classes, foundation level Design classes • Advanced brand identity design for public education class |
| 2003–2007 | Lecturer, Korean Culture and Content Agency, Los Angeles <ul style="list-style-type: none"> • Corporate communications and brand identity seminars |

Art Gallery Experience

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| 2001 - present | Founder, Curator, ANDLAB-Gallery <ul style="list-style-type: none"> -- Curated more than thirty solo and group shows, featuring works of over 150 contemporary artists and designers -- Managed gallery staff and directed operation -- Planned and directed creative events associated with the exhibitions |
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Personal Information

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| Date of Birth | September 5, 1964 |
| Marital Status | Married |
| Nationality | US Citizen |
| Place of Birth | Seoul, Korea |
| Languages | Korean (native), English (fluent), Chinese (read/write), Indonesian (conversational), |

References

Roland Reiss, former Department Chair, Claremont Graduate School of Art --
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