

CV

Huiwon Lim
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Education

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| 2018 | Iowa State University
Master of Fine Arts in Graphic Design
<i>Ames, IA USA</i> |
| 2017 | Iowa State University
Graduate Certificate of Human-Computer Interaction
<i>Ames, IA USA</i> |
| 2016 | Iowa State University
Master of Arts in Environmental Graphic Design
<i>Ames, IA USA</i> |
| 2008 | Handong Global University
Bachelor of Art & Engineering
<i>Pohang, Korea</i> |

Professional Memberships

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| 2021 - present | University & College Designers Association (UCDA) |
| 2016 - present | AIGA |
| 2015 - present | Society for Experiential Graphic Design (SEGD) |
| 2020 - 2021 | Special Interest Group on Design of Communication (SIGDOC) |

Honors & Awards

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| 2021 | Finalist, Engagement & Culture
2021 Next Work Environment Competition, Work Design Magazine
USA |
| 2020 | Winner, Collaboration Spaces
Next Work Environment Competition, Work Design Magazine
USA |
| 2017 | Teaching Excellence Award
Iowa State University
USA |
| 2016 | Best of the Category, Environmental Graphic Design
58th Annual ADAI (Art Director's Association of Iowa) Design Exhibition
USA |
| 2006 | Special Selection
International Communication Design Competition
Korea |
| 2004 | Selection Prize
39th Korean Industrial Design Exhibition
Korea |

Experience in Teaching

Teaching experience in Higher Education

2019 – Present	Penn State University Assistant Professor <i>University Park, PA USA</i>
2018 – 2019	Iowa State University Lecturer <i>Ames, IA USA</i>
2016 – 2018	Iowa State University Instructor (Graduate Teaching Assistant, Record of instructor) <i>Ames, IA USA</i>
2012 – 2014	Handong Global University Lecturer <i>Pohang, Korea</i>

Courses Taught

Penn State University

Spring	2022	GD 115N Visualizing Information (Online course - Asynchronous) GD 402 Senior Problems
Fall	2021	GD 115N Visualizing Information (Online course - Asynchronous) GD 200 Graphic Design Studio I
Summer	2021	GD 115N Visualizing Information (Online course - Asynchronous)
Spring	2021	GD 115N Visualizing Information (Online course - Asynchronous) ART 571 Graphic Design II (Graduate Studio)
Fall	2020	GD 115N Visualizing Information (Online course - Asynchronous) GD 301 Experience Design Process + Methods
Spring	2020	GD 203 Typography II
Fall	2019	GD 200 Graphic Design Studio I GD 201 Typography I

Iowa State University

Spring	2019	DSN S 102, DSN S 232, DSN S 333x
Fall	2018	ARTGR 270, DSN S 232, DES 340
Spring	2018	ARTGR 371, DSN S 232
Fall	2017	ARTGR 270, DSN S 232
Spring	2017	DSN S 232
Fall	2016	DSN S 102

Handong Global University

Spring	2014	Advanced Editorial Design
Fall	2013	Public Design
Spring	2013	Advanced Editorial Design, Design Business Practicum
Fall	2012	Design Project 2
Spring	2012	Editorial Design

Courses Development

Penn State University

F 2019 – S 2020	GD115N Visualizing Information (Online course - Asynchronous)
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Experience in Research/Creative Scholarship/Design Practice

Specialty Areas

Focuses on data visualization as an extension of graphic design practice and a creative form to enhance user experience and wellness and sustainability awareness

Professional Experience in Design Practice

- 2019 – present **hewantsdesign**
Director
Gunsan, Korea
- 2012 – 2018 **Hewants Co., Ltd.**
Founder, Creative & Art Director
Seoul, Korea
- 2016 – 2017 **Iowa State University**
Instructional designer at Facility Planning & Management
Ames, Iowa
- 2007 – 2012 **Markers Alliance**
Designer & Art Director
Seoul, Korea
- 2007 **Cross Point**
Intern
Seoul, Korea
- 2002 – 2007 **Design Institute of Handong Global University**
Assistant designer
Pohang, Korea

Publication

- 2021 **HCI 2021, Conference**
Cho, Y., **Lim, H.** (Co-Author), & Park, H. J. (2021). Human-Computer Interaction in Education: Keyword and Discipline Network in 20 Years. *HCI International 2021*. (pp. 16). Springer, Cham.
ISBN/ISSN: 978-3-030-78461-4
https://doi.org/10.1007/978-3-030-78462-1_4
- 2020 **SIGDOC 2020, Conference**
Lim, H. (Author & Presenter), Park, H. J., & Cho, Y. (2020). User Experience Research for the Next Decade in Education and Visual Arts: Through Analyzing and Visualizing Research Subjects for the Last 20 Years. In Josephine Walwema, Daniel Hocutt, Stacey Pigg (Eds.), *SIGDOC '20: Proceedings of the 38th ACM International Conference on Design of Communication*. (pp. 1-2). New York, NY: Association for Computing Machinery. ISBN/ISSN: 978-1-4503-7525-2
<https://doi.org/10.1145/3380851.3416748>
- HCI 2020, Conference**
Cho, Y., Park, H. J., & **Lim, H.** (Co-Author & Presenter) (2020). Research in User-Centered Design 2009 to 2018: A Systematic Keyword Network Analysis. In Constantine Stephanidis, Margherita Antona (Eds.), *HCI International 2020 – Posters*. (1224), (pp. 11-18). New York, NY: Springer, Cham.
https://doi.org/10.1007/978-3-030-50726-8_2
- EDRA 51, Conference**
Cho, Y., **Lim, H.** (Co-Author), Park, H. J. (2020, April 4-7). Wellness Design Assessment Criteria: Content Analysis of Workplace Design Guidelines [Poster Session]. EDRA 51, Tempe, AZ, United States.

2018 **Graduate Thesis**
Lim, Huiwon, "Generating branding buzz on social media for a pop-up store: Focused on brand experience" (2018). *Graduate Theses and Dissertations*. 16396.
<https://lib.dr.iastate.edu/etd/16396>

Presentation

2022 **Public Lecture, College of Design at University of Oregon**
Wellness Design Evaluation Tools and Implication on Indoor Environment.
Virtual, Invited, University.
April 18, 2022

2022 IDEC Annual Conference
Introducing Workplace Design Assessment Criteria for Enhancing User's Wellness during the Pandemic.
Virtual, Peer-reviewed/refereed, published in proceedings, Accepted. International.
March 1, 2022

2021 **Sustainability Teaching Roundtable**
Data Visualization for community engagement
Virtual, Institutes.
October 5, 2021

2021 IDEC Annual Conference
Human-Centered Design in Interior Design Education Last 20 Years: A Keyword Network Analysis and Visualization.
Virtual, peer-reviewed/refereed, Accepted. International.
March 1, 2021

2020 **SIGDOC Conference 2020**
User Experience Research for the next decade in Education and Visual Arts
Virtual, peer-reviewed/refereed, published in proceedings, Accepted. International.
October 5, 2020 – October 9, 2020

Sustainability Teaching Roundtable
Visualizing Information: Focused on Sustainability.
Virtual, Institutes.
October 6, 2020

Guest Lecture, Graphic Design, College of Design at Iowa State University
Hello ISUGD: Research and Job searching
Virtual, Invited. Universities.
September 23, 2020

HCI 2020
Research in User-Centered Design 2009 to 2018: A Systematic Keyword Network Analysis
Virtual, peer-reviewed/refereed, published in proceedings, Accepted. International.
July 19, 2020 – July 24, 2020

Fellowship

2019 – present **A&A Sustainability Teaching Fellows**
College of Arts and Architecture, Penn State.

Sponsored Research

2021 **Apes Valentes Graduate Student Award Program**
Choo, P. (Principal Investigator), Lim, H. (Co-Principal Investigator), Thresher, B. (Graduate Student), Padmakumar, A. (Graduate Student), Mehra, S. (Graduate Student), Sponsored Research, "Apes Valentes Graduate Student Award Program," Center for Pollinator Research, Penn State.

Exhibition

- 2021 **2021 ICAD international conference**
Invited, Online, Non-Academic, International.
(December 15, 2021 – January 14, 2022)
- 2020 **Convergence: College of Arts and Architecture Sustainability Exhibition**
Invited, College of Arts and Architecture, Penn State University, University Park, PA
USA. 2020
- 2020 **2020 ICAD international conference**
Invited, Ho Chi Minh, Vietnam, Non-Academic, International.
(February 17, 2020 – February 20, 2020)
- 2018 **Convergence Art & Design International 2018**
Invited, Zhijiang College of Zhejiang University of Technology, Shaoxing Shi, Zhejiang
Sheng China. 2018
- 2016 **Student Juried Art Exhibit**
Iowa State University Memorial Union, Ames, IA, USA.
- 2016 **58th Annual ADAI (Art Director's Association of Iowa) Design Exhibition**
West End Salvage, Des Moines, IA, USA.
- 2015 **Graphic Design Graduate Show**
Design on Main, Ames, IA, USA.
- 2015 **International Design Congress**
Gwangju, Korea.
- 2007 **Handong Industrial & Media Design Degree Show**
COEX Convention Hall, Seoul, Korea.
- 2004 **39th Korea Industrial Design Exhibition**
KIDP, Sunnam-si, Korea.

Experience in Service for Institution/Community/Professional Organization

Institutional Committee Experience

F 2021 – present	SCDC Advisory Committee Committee, School service <i>Penn State University</i>
S 2021 – present	Stuckeman School Technology Committee Committee, School service <i>Penn State University</i>
F 2020 – present	Educational, Resources, Information systems, and Technology Committee, College service <i>Penn State University</i>
F 2020 – S 2021	Lecture & Exhibition in Stuckeman School Coordinator, Department service <i>Penn State University</i>
S 2020	Integrated Safety Program Committee Committee, School service <i>Penn State University</i>
F 2019 – S2020	Career Day in Stuckeman School Coordinator, Department service <i>Penn State University</i>
F 2018 – S 2019	Operations Committee Committee, College service <i>Iowa State University</i>

Peer Reviewer of Grant Proposals, Manuscripts, Etc

2021	American University of Sharjah, Grant Proposal AUS Faculty Research Grant 2022, External Reviewer Invited, University
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Judge for Exhibition

2022	2022 Graduate Exhibition, Penn State University Volunteered, University 2022 IDEC Awards of Excellence Volunteered, International
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Community Service

2020	Art/Creative Directing The Brand Identity design for the Pennsylvania Native Plant Society. A local community organization at State College, PA. http://www.panativeplantsociety.org/
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