

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 Experience in Teaching

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|----------------|---|
| 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> |

Professional Experience in Design Practice

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

Specialty Areas

Visual Communication, Environmental Graphic Design, Experiential Graphic Design, Brand Experience, Human-Computer Interaction, User Experience Design, Data Visualization, Exhibition Design

Publication

- 2020 **SIGDOC 2020, Conference**
Huiwon Lim, Hye Jeong Park and Yongyeon Cho. 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 Proceedings of the 38th ACM International Conference on Design of Communication (SIGDOC '20), October 03-04, 2020, Denton, TX, USA. ACM, New York, NY, USA, <https://doi.org/10.1145/3380851.3416748>
- HCI 2020, Conference**
Cho Y., Park H.J., Lim H. (2020) Research in User-Centered Design 2009 to 2018: A Systematic Keyword Network Analysis. In: Stephanidis C., Antona M. (eds) HCI International 2020 – Posters. HCI 2020. Communications in Computer and Information Science, vol 1224. Springer, Cham. https://doi.org/10.1007/978-3-030-50726-8_2
- EDRA 51, Conference**
Cho, Y., Lim, H., 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>

Exhibition

- 2020 **Convergence: College of Arts and Architecture Sustainability Exhibition**
Invited, College of Arts and Architecture, Penn State University, University Park, PA USA. 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
- 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.
- 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, Sungnam-si, Korea.

Institutional Service Experience

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>
F 2019 – present	Career day 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 2018 – S 2019	Operations Committee Committee, College service <i>Iowa State University</i>

Courses Taught

Penn State University

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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Community Service

2020	Art/Creative Directing (Pro bono) 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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Honors & Awards

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| 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 |

Professional Memberships

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| Since 2020 | Special Interest Group on Design of Communication (SIGDOC) |
| Since 2016 | AIGA |
| Since 2015 | Society for Experiential Graphic Design (SEGD) |