

Huiwon Lim

386 College of Design Iowa State University • Ames, IA 50011 USA

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hewantsdesign.com

Education

- **Iowa State University, Ames, USA**
Master of Fine Arts in Graphic Design
May 2018
- **Iowa State University, Ames, USA**
Graduate Certificate of Human-Computer Interaction
May 2017
- **Iowa State University, Ames, USA**
Master of Arts in Environmental Graphic Design
May 2016
- **Handong Global University (HGU), Pohang, KOREA**
Bachelor of Art & Engineering
February 2008

Professional Experience in Teaching

- **Lecturer**
Iowa State University, USA
Fall 2018 — Present, Full-time
Teaching in Graphic Design, Core Design, and Interdisciplinary Design at the College of Design
The course includes all undergraduate level
- **Instructor**
Iowa State University, USA
Fall 2016 — Spring 2018, Graduate Teaching Assistant (Instructor of Record)
Teaching in Graphic Design, Core Design and Interdisciplinary Design at the College of Design
The course includes all undergraduate level
- **Lecturer**
Handong Global University, Korea
Spring 2012 — Spring 2014, Part-time
Teaching in Contents Convergence Design Department
The course includes Junior and Senior level

Institutional Service Experience

- **College**
Operations committee in the College of Design at Iowa State University, 2018 — Present

Professional Experience in Design Practice

- **Hewants Design, KOREA**
Founder, Creative & Art Director, Jul. 2012 — Oct. 2018
Clients: UNICEF, DAELIM, Dealim University, National Museum of Contemporary Art, KOREA.
- **Iowa State University, USA**
Instructional designer at Facility Planning & Management, May 2016 — August 2017
Design on-line training module for new employees in ISU.
- **Markers Alliance, KOREA**
Designer & Art Director, Dec. 2007 — Jun. 2012
Clients: Prain, JOH&Company, Ministry of Security and Public Administration, Minister of Culture, Sports and Tourism, DAELIM, Dealim University, National Museum of Contemporary Art, KOREA.
- **Cross Point, KOREA**
Intern, Jul. 2007 — Aug. 2007
Clients: STX, Hanssem, Gongju University, etc.
- **Design Institute of Handong Global University, KOREA**
Assistant designer, Oct. 2002 — Nov. 2007
Clients: Pohang, Youngduk, Handong Global University, etc.

Specialty Areas

- Visual Communication, Environmental Graphic Design, Brand Experience, Human-Computer Interaction, User Experience Design, Visualize Information, Exhibition Design

Research and Creative Experience

- **Current Research Project**
 - **Project, Collaborator:** *How to improve PAD (Pleasure, Arousal, and Dominance) in Space through the design*, October 2018 — Present
- **Past Research Project**
 - **Project:** Graduate Thesis for Master of Fine Arts
Generating branding buzz on social media for a pop-up store: Focused on brand experience, September 2017 — May 2018
Major Professor: Lisa Fontaine, Committee: Andrea Quam, Ann-Marie Fiore
- **Past Creative Project**
 - **Project:** Creative Component for Master of Arts
Designing a brand identity + brand experience through a pop-up store, September 2015 — May 2016
Major Professor: Lisa Fontaine, Committee: Andrea Quam, Joori Suh
 - **Project:** Creative Component for Bachelor of Art & Engineering
Brand Identity and package design for the Korean traditional food, Kimchi, March 2007 — September 2007

Publication

- 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

- **Convergence Art & Design International 2018**
Invited, Zhijiang College of Zhejiang University of Technology, Shaoxing Shi, Zhejiang Sheng, China. 2018
- **Student Juried Art Exhibit**
Selected, Iowa State University Memorial Union, Ames, IA, USA. 2018
- **58th Annual ADAI (Art Director's Association of Iowa) Design Exhibition**
Awarded, West End Salvage, Des Moines, IA, USA. 2016
- **Graphic Design Graduate Show**
Candidate, Design on Main, Ames, IA, USA. 2016
- **International Design Congress**
Selected, Gwangju, Korea. 2015
- **Handong Industrial & Media Design Degree Show**
Candidate, COEX Convention Hall, Seoul, Korea. 2007
- **39th Korea Industrial Design Exhibition**
Awarded, KIDP, Bun-dang, Korea. 2004

Honors & Awards

- **Teaching Excellence Award**
Iowa State University, 2017
- **Best of the Category, Environmental Graphic Design**
58th Annual ADAI (Art Director's Association of Iowa) Design Exhibition, 2016
- **Special Selection**
International Communication Design Competition, 2006
- **Selection Prize**
39th Korean Industrial Design Exhibition, 2004

Professional Memberships

- **Member of AIGA** since 2016
- **Member of Society for Experiential Graphic Design (SEGD)** since 2015