Contact Information

Name: **Kang, Sunghyun Ryoo**

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Education

Iowa State University, Ames, Iowa,
Master of Arts, Graphic Design, May 2000.

University of Houston, Houston, Texas,
Master of Fine Arts, Graphic Communication, August 1986.

Ewha Womans Graduate School, Seoul, Korea,
Department of Applied Arts, Earned 21 credits, March 1981–February 1982.

Ewha Womans University, Seoul, Korea,
Bachelor of Fine Arts, Applied Arts, February 1980.

Professional Experience in Teaching

Iowa State University, Ames, Iowa

Professor, Department of Graphic Design, Member of Graduate Faculty, Fall 2013–Present,
Faculty Professional Development Assignment Leave in Spring 2014.

Interim Associate Dean for Academic Programs, July 2017 to June 2018.

Gerontology Faculty Associates, Fall 2013–Present.

Member of Human Computer Interaction Interdisciplinary Study, 2004–Present.

Director of Graduate Education of Graphic Design Program, Fall 2010–Spring 2014.

Tenured Associate Professor, Graphic Design, Member of Graduate Faculty, Fall 2006–Spring 2013

Graphic Design Area Co-Director, Fall 2006–Spring 2010.

Graphic Design Area Assistant Coordinator, Fall 2003–Spring 2006.

Assistant Professor, Graphic Design, Member of Graduate Faculty, Fall 2000–Spring 2006.

Ki Jeon Women's College, Jeonju, Korea

Assistant Professor, School of Industrial Design and Art,
April 1995 – August 2000. (January 1998–December 1999, Faculty Development Leave).

Full Time Instructor, School of Industrial Design and Art, March 1992–March 1995.

Part Time Instructor, School of Industrial Design and Art, March 1991–February 1992.

Ewha Womans University, Part-time Instructor, Applied Arts, Seoul, Korea,

March 1991–February 1998.

KAIST (Korea Department of Advanced Institute of Science and Technology), Daejeon Korea,

Part-time Instructor, Department of Industrial Design, March 1993–February 1998.

Woo Song Technical College, Part-time instructor, Department of Industrial Design, Daejeon, Korea,

August 1989–February 1990 and March 1991 – February 1992.

Professional Experience in Design Practice

Visual Research Design Institute, Daejeon, Korea
Co-founder, Project Director and Graphic/Web Designer, January 1995–August 2000.

Specialty Areas

Visual Communication, Web Design, Web Usability, Graphic Design and Human Computer Interaction, User Experience Design, Evaluation of Visual Information. Design for Diverse Users.

SCHOLARSHIPS

Book Chapters

Kang, S. R. and Satterfield, D (2017). Visual Identity Design for Responsive Web. *Encyclopedia of Information Science and Technology*. 4th Edition*, IGI Global. pp.8079–8086

Kang, S. R. and Satterfield, D. (2010, 2016). Design Elements and Principles for Maintaining Visual Identity on Websites. *Encyclopedia of E-Business Development and Management in the Global Economy,* edited by In Lee, Business Science Reference, pp. 995–1001 (2010)**,** pp. 725–732 (2016). IGI Global

Kang, S. R. (2003). Web Design for E-Commerce/Graphic Application. *Teaching Graphic Design,* Edited by Steven Heller, AllWorth Press, New York, pp. 185–188.

Journal Papers, Juried

Kang, S. R. and Ladjahasan, N. (2021). Visual Forms and Its Perception in Cultural Influences: Focus on Korea, *Journal of Business Diversity*, *20*(5). pp71–77. https://doi.org/10.33423/jbd.v20i5.3929

Seo, S. D and **Kang, S. R**. (2019). A Comparison Study of the Smartphone Gaming Control. *Journal of Usability Studies,* Volume 14, Issue 4. pp 201–223.

International and National Conference Presentations and Papers, Juried

Kang, S. R, Faber, C.**,** Ladjahasan, N, and Quam, A. (2021), Color and Flavor Perception, Accepted for *Advances in the Human Side of Service Engineering. AHFE 2021 International Conference*, July 25–29, 2021, Manhattan, New York.

Kang, S.R. (2020). Thoughts on Future Design Education, In: Spohrer J., Leitner C. (eds) *Advances in the Human Side of Service Engineering. AHFE 2020. Advances in Intelligent Systems and Computing*, vol 1208. Springer, Cham. https://doi.org/10.1007/978-3-030-51057-2_22,
July 16–20, 2020, San Diego, CA.

Guo, Q, and **Kang, S.R**. (2019). A study on Smart Phone Icons: Styles and Recognition, *In the digital proceeding of IASDR Conference*, September 2–5, Manchester, England.

Jang,W., Gilbert, S., and **Kang, S.R.** (2018). FLOW: A Software Application Designed to Help Older Adults Build Distance Interaction, *In the proceedings of IHSED 2018: Human Systems Engineering and Design,* October 25-27, 2018, Reims France. Part of the Advances in Intelligent Systems and Computing book series (AISC, volume 876) pp228-234.

Kang, S. R, Satterfield, D, and Ladjahasan, N. (2017). Snack Food Package Design: Exploratory Study on Children's Snack Choices and Design Elements. *In the proceedings of IASDR conference, Cincinnati, USA, November 1 to 3, 2017.* The paper published as a book, Re: Research (2019), volume 4, pp 87-98, edited by Gjoko Muratovski and Craig Vogal, published in the UK by Intellect. ISBN: 978-1-78938-135-1. Fifty percent of paper was selected from the proceedings.

Park, H. J., and **Kang, S. R, (**201**7).** Color as Design Elements for Healthcare Websites.
In the proceedings of AIC (International Color Association) 2017 Conference, Jeju, Korea, October 16 to 20, 2017.

Kang, S. R, Satterfield, D, and Ladjahasan, N. (2016). Color preference study on snack package design to children as a health communication strategy. In the proceedings of AIC (International Color Association) 2016 Conference, Santiago, Chile, October 18 to 21.

Satterfield, D, **Kang, S. R,** Lepage, C., and Ladjahasan, N. (2016). An Analysis of Data Collection Methods for User Participatory Design for and with People with Autism Spectrum Disorders. In the proceedings of HCII 2016 conference, Toronto, Canada, July17 to 22.

Cupps, E., Finley P., Mennecke, B, and **Kang, S. R**. (2012). Exploring Low-Glance Input Interfaces for Use With Augmented Reality Heads-up Display GPS. In the *Proceeding of the first International Conference on Affective and Pleasurable Design*, San Francisco, July 22–25. Paper published in the Book, Advances in Affective and Pleasurable Design, pp 751–760 by Tyler and Francis Group, 2013.

Kang, S. R., Satterfield, D., Lasrado, J., Gonzalez, R., Ladjahasan, N., Welk, G., and Wiley, C. (2012) Tailoring Snack Food Package Design to Children as a Health Communication Strategy. In the *Proceeding the Design Research Society Conference*, Bangkok, Thailand, July 1–4.

Satterfield, D., **Kang, S. R.,** Bruski, P., Malven, F., Quam, A., and Ladjahasan, N. (2011). Developing a Reproductive Health Care Decision Aid for Women Ages 18-25 and Their Medical Providers. In the *Proceeding of International Association for Societies of Design Research Conference,* Delft, Netherland, October 31–November 4.

Wiley, C., Saka, E., Tauber, S., and **Kang, S. R**. (2011). Shopping Cart Interactive Program (SCIP). In the *proceedings of 14th Human Computer Interaction Conference, Users and Applications,* Part IV. LNCS 6764, pp.285–293, Orlando, Florida. July 9–14.

Kang, S. R., Satterfield, S., Quam A., Ladjahasan, N., and Bjorngaard, B. (2010). A Study on Design Careers and the Impact of Gender. In the Proceedings of *Design Research Society Conference*, Montreal, Canada, July 7–9.

Ha, S., and **Kang, S. R.** (2010). Human Photographs on Trust in Bank Websites. In the *Proceedings of Design Research Society Conference*, Montreal, Canada, July 7–9.

Kang, S. R, Satterfield, D.J, Bruski, P., Malven, F., and Ladjahasan, N. (2010). Measuring Experience in Information Design: Emotional Responses to Medical Decision Aids based on Demographic Groups. In the *Proceeding of International Design and Emotion Conference,* Chicago. IL, October 4–7.

Kang, S. R., Satterfield, D. (2009). Connectivity Model: Evaluating and Designing Social and Emotional Experiences. In the *Proceeding of International Association of Societies of Design Research (IASDR) Conference,* pp. 2247–2256, Seoul, Korea, October 18–22.

Satterfield, D. **Kang, S. R**., Bruski, P., Malven F., Ladjahasan, N., and Bjorngaard, B. (2009). Medical Decision Aides: An Evaluation Methodology for Information Design. In the *Proceedings* of *The International Association of Society of Design Research (IASDR) Conference,* pp. 1877-1886, Seoul, Korea, October 18–22.

Oren, M., Seth, U., Huang, F., and **Kang, S. R.** (2009). Cross-Cultural Design and Evaluation of the Apple iPhone. In the *proceeding of HCI International 2009*. LNCS 5623, pp. 79-88, San Diego, CA. July 19–24.

Kang, S. R. (2008). Designing for Design Activity. In the *Proceeding of Design Research Society Conference.* Sheffield, England, July 16–19.

Satterfield, D., **Kang, S. R**., Baer, R., Ladjahasan, N. (2008). Food as Experience: A Design and Evaluation Methodology. In the *Proceeding of Design Research Society Conference,* Sheffield, England, July 16–19.

Kang, S. R., (2006). Graduate Graphic Design Education: Balancing Design, Technology, and User Experience. In the *Proceedings of the 22nd National Conference on the Beginning Design Student*, Ames, Iowa. P.165-169. April 6–8.

Yuwono, E., and **Kang, S. R.** (2005). Analysis of Web Design for Brand Enhancement: Focus on Automobile Web sites. In the *Proceeding of International Design Congress,* National Yunlin University of Science and Technology, Taiwan, November 1–4.

Kang, S. R. (2005). A Framework for Information Design in the Information Age. Abstract published in the *Proceeding of The Third International Conference on New Directions in the Humanities,* P. 158, Full paper is published in the *International Journal of the Humanities*, Volume 3, Issue 2, pp.215-220.

Kang, S. R. (2005). Search Information: A Case Study of the User Experiences with e-Library at Iowa State University. In the *Proceeding of Human Computer Interaction (HCI) International,* Volume 4 - Theories Models and Processes in HCI published by MIRA digital publishing.

Kang, S. R. (2004). Diversity User and Human Interaction: Focus on User Interface. Abstract published in the *The 4th International Conference on Diversity Organization, Community, and Nation,* Proceeding, p. 95, Full paper is published in the *International Journal of Diversity in Organizations, Communities and Nations*, Volume 4.

Kang, S. R. (2003). User Experience: Beyond Usability. Abstract published in the *Bulletin of The 6th Asian Design conference: International Symposium on Design Conference,* p. 121, October 2003. Full paper published in the *Journal of the Asian Design International Conference* CD Vol.1.

Kang, S. R. and Baer, R. (2001). Design Principles in High Click-through Banner Advertising. In the *Bulletin of The 5th Asian Design conference: International Symposium on Design Conference*, Seoul Korea, October 2011.

Journal Papers, National in Korea, Juried

Lee, H., Lee, J., Bang; K., **Ryoo, S**., Shin, K. and Lee, E. (2001). Study in Analyzing Methods of Web Interface Design. *Journal of Korean Society of Design Science 42*, pp. 209–215, Language: Korean.

Lee, H., Shin, K., Lee, E., Kim, T., and **Ryoo, S.** (2001). Constructing New Paradigm in Design Education System. *Journal of Korean Society of Design Science 42*, pp. 267–278, Language: Korean.

Lee, H., **Ryoo, S.,** Shin, K. and Lee, E. (1998). Design of Education Multimedia in Super Highway Network. *Journal of the Korea Computer Graphics Society*, Vol. 4, No 1, pp. 243–251, Language: Korean.

Ryoo, S., Shin, K., Lee, E., and Lee, H. (1998). The Research of New Multi-media Design Development on Internet–Focus on the Type. *Journal of Korean Society of Design Science 27*, pp. 47-55, Language: Korean.

Ryoo, S., Shin, K., Lee, E., Lee, H., and Bae, K. (1997). The Research of New Multi-media Design Development on Internet–Focus on the layout. *Journal of Korean Society of Design Science 20*, pp. 111-120, Language: Korean.

Lee, E. and **Ryoo, S.** (1996). A study on the process of thinking for development of text model. *Journal of Korean Society of Design Science 16*, pp. 113-122, Language: Korean.

Ryoo, S. (1992). A Study on Postmodern Phenomenon in Graphic Design. *Journal of Korean Society of Design Science 5*, pp. 45-56, Language: Korean.

International Conference Presentations and Papers, Invited

Kang, S. R. and Satterfield, D. (2012). Connectivity Model: Design Methods for Diverse Users. In the *Proceeding the first International Conference on Affective and Pleasurable Design*, San Francisco, July 22–25, 2012.

Satterfield, D., and **Kang, S. R.** (2012). Educational Play Experiences for Children with Cognitive and Physical Disabilities. *In the Proceeding the first International Conference on Affective and Pleasurable Design*, San Francisco, July 22–25, 2012.

International/National Conference Poster Presentations and Papers, Juried

Kang, S. R., Quam, A, Faber, C, and Ladjahasan, N(2020). Color Preference and Its Flavors: Focus on A Snack Package. An abstract is accepted for *Color Impact 2020 Conference* but the conference is postponed to 2021.

Wiley, C., Saka, E., Tauber, S, and **Kang, S. R.** (2011). GINGER: A Shopping Cart Interface Interactive Program, A case Study for Relational-Cultural Theory and Activity Theory in Interaction Design**.** In the *Proceeding of International Association for Societies of Design Research Conference (IASDR),* Delft, Netherland, October 31–November 4, 2011.

Abel, T., Meyer, R., and **Kang, S. R**. (2007). Practice-based Design Research Work: Usability Study + Redesign of Craigslist.org. In the *Proceeding of International Association for Societies of Design Research Conference (IASDR),* Hong Kong, November 12–15, 2007.

Kang, S. R. and Lee, E. (2003). Investigating Elements on the E-commerce: Focus on Business to Customer Websites. Abstract published in the *Bulletin of The 6th Asian Design Conference: International Symposium on Design Conference,* p. 143. Full paper published in the *Journal of the Asian Design International Conference* CD Vol.1.

National Conference Presentations, USA, Juried

Quam, A**.** Ladjahasan, N., **Kang, S. R.,** and Faber, C. (2020). A Study on Learning Pressures for Undergraduate Design Students. *University and College Designers Association (UCDA) Design Education Submit* Virtually Presented.

Kang, S. R., and Ure, C. (2008). Mythology of Tiber Island in Rome: interpretation and transformation into visual language through digital generation's view. *William A. Kern Communication Conference*, Rochester Institute of Technology, Rochester, New York, April 10–13, 2008.

Kang, S. R., (2005). Designing a Web Site Identity: Flexibility versus Uniformity. *3rd Annual Hawaii International Conference on Arts and Humanities,* Honolulu, January 13–16.

Kang, S. R. and Satterfield, D. (2005). Integrating Written, Oral, Visual, and Electronic Communication, Across a University Curriculum. *3rd Annual Hawaii International Conference on Arts and Humanities,* Honolulu, January 13–16.

Kang, S. R., (2004). Across the Globe: Design Considerations for Multinational Websites: A Case study of the Coca-Cola Website. *The Southeastern College Art Conference,* Jacksonville, Florida, October 13–16, 2004.

Kang, S. R., (2003). Visual Metaphor in Interface Design. *William A. Kern Communication Conference*, Rochester Institute of Technology, New York, April on 3–6, 2003.

Kang, S. R., (2002). Teaching Web Design and Graphic Application for E-Commerce. *American Institute of Graphic Arts (AIGA) Educator's Conference,* Los Angeles, October 18–20, 2002.

Panel Presentations, International, Juried

Topic: New Foundation and Graphic Design Education. Presented with Baer, Satterfield, and Faber. *The 5th Hawaii International Conference on Arts and Humanities,* Hawaii, January 12–15, 2007.

Topic: Enhancing the Mission, Role, and Scope: Designing the Iowa State University Accreditation and Planning Web Site. Presented with Debra Satterfield, Roger Baer, *3rd Annual Hawaii International Conference on Arts and Humanities,* Honolulu, January 13–16, 2005 (Panel Organizer).

Panel Presentations, National in USA, Juried

Topic: Teaching Web Design and Design Pedagogy**.** Presented with Im, S. (University of Wisconsin Eau Claire), Meyer, M. (Ambrose University), and Lee H. (St. Cloud State University*), University and College Designers Association (UCDA) Design Education Submit,* University of Kansas, June 2–4, 2010 (Panel Organizer).

Topic: Integrating traditional Graphic Design and New Media in a Digital Teaching Environment. Presented with Park, M. (California State University, Sacramento), Satterfield, D. (Iowa State University), and Allmendinger L. (Northern Illinois University), *Refining Our Knowledge: An International Graphic Design Education Conference*, University of Minnesota, October 30–November 1, 2003 (Panel Organizer).

Abstract, Juried

Kang, S.R. (2020). Visual Forms and Its Perception in Cultural Influences: Focus on Korea, The abstract is accepted at the International Conference on Design Principles and Practices, March 16–18, 2020, Pratt Institute, Brooklyn, New York. The conference was postponed and held in October virtually, but I could not participate due to classes. Instead of presenting at this conference, the paper was submitted to the Journal of Business Diversity.

Kang, S. R (2018). Method to Study Cultural Influences in Visual Forms. DECIPHER**:** 2018 Design Educators Research Conference, University of Michigan, September 27–29, 2018, The abstract published in the proceeding edited by Murdoch-Kitt, K., & Sosa-Tzec, O. (2019). *Decipher, Vol. 2.* P182. https://www.fulcrum.org/epubs/9880vs517?locale=en#page=184

RESEARCH AND CREATIVE ACTIVITIES

Past Project, PI

Project: Empowering Life Choices: A Study on How Women in Design Careers Balance Work and Life Choices" and "Diversity: A Study on the Impact of Diversity and Design Careers. Diversity Grants and Women's Enrichment Fund Mini-Grants, July 2009–June 2010, $3.000.00.

Project: College of Design Digital Documentation Center Proposal for Digital Acquisition and Presentation Equipmen*t,* Computation Advisory Committee (CAC), Iowa State University, *2004,* $15,964.

Project: Hair Clip Packaging Design for Casual Cut. The Institute for Physical Research and Technology (IPRT), Iowa State University, September 2001–October 2001, $1340.50

Project: The Research of New Multi-media Design Development on Internet, Korea Research Foundation (KRF), August 1996 –July 1998, Approximately $ 30,000 (2,400,000 Korean Won).

Past Project, Co-PI

Project: Designing and Evaluating an Internet Intervention to Reduce Stigma and Increase Help Seeking among Military Personnel Returning from Combat. American Psychology Foundation, Status pending, August 2012–July 2013, $19017.00. P.I. David Vogel (Psychology).

Project: Pre-Collegiate Collaborative Innovation Workshops for Children with Cognitive Disabilities and their Neurologically Typical Peers for K-12 Audiences. VPEO Strategic Initiatives Grant, July 2012–June 2014. $87,451. P.I. Debra Satterfield (Graphic Design).

Project: Play IT: Educational Play Experiences for Children with Cognitive and Physical Disabilities. Center for Excellence in the Arts and Humanities (CEAH) Seed Grant, January 2011–June 2013, $25,000, P.I. Debra Satterfield.

Project: Impact of Health Communication Strategies on Dietary Behaviors. Nutrition and Wellness Research Center (NWRC) mini grant, July 2010–August 2013. $5,000. P.I. Debra Satterfield.

Project: Developing a Methodology for Designing and Evaluating Medical Decision Aids: A Research Collaboration with the Mayo Clinic, July 2008–June 2012, Bailey Research Career Development Award, $ 150,000.00. P.I. Debra Satterfield**.**

Project: *Kansei* Evaluation Methodology, Product, and Packaging Design for Tostitos' Brand Product Line, Frito Lay, June 15–September 15, 2007, $ 22,989.00.

Project: Visual Communication: An Instructor-Development Program for Teaching Visual Communication and Typographic Design Principles in Foundational Communication Courses*,* Iowa

State University Miller Grant, July 2002–June 30, $15,000, P.I. Katherine Hannigan (Studio Arts).

Project: Constructing New Paradigm in Design Education System, Korea Research Foundation January 1, 2000–December 31, 2000. Approximately $10,000 (1,500,000 Korean Won), P.I. Hyun-Ju Lee (Visual Communication).

Past Projects, Art Director / Desinger

Project: SWITCH with Nutrition and Wellness Research Center (NWRC) at Iowa State University, 2013–2014, www.youthactivityprofile.org/
Supervised the Website development.

Project: Youth Activity Profile, 2012
http://www.youthactivityprofile.org/
Supervised the Youth Activity Profile Website and finalized the Web Design.

Project: Blossom Website, http://blossomprojectonline.com/login.php.
Developed Information Architecure and supervised and finalized Blossom Website design with Food Science & Human Nutrition.

Project: Redesigning Graphic Design Website at Iowa State University.
Supervised the Website development and usability study.

Poster Design for Rome Student Exhibition, 2008.

Project: College of Design Website Design
May 2005–July 2005. This Website has been updated to new design in 2010.

Project: University's Accreditation Website Design
President Office, Iowa State University, Project Coordinator, Web Designer, 2003–2004.
URL: http://www.iastate.edu/~accreditation/

Project: Website Design, Department of Computer Science, Iowa State University
Web Designer, 2004. This Website has been updated to new design.

Project: ISUComm Website Design, Iowa State University
Web Designer and HTML coding, 2004. This design no longer exists.

Project: Creative Writing Website Design
Creative Writing, Department of English, Iowa State University
Web Designer and HTML coding, 2002. This design no longer exists.

Project: Flyway Website Design, Flyway, Department of English, Iowa State University
Web Designer and HTML coding, 2001. This design no longer exists.

Project: e-Library Website Design, Library, Iowa State University
Web Designer, 2000-2001. This Website has been updated to new design in 2008.

Exhibitions and Publications

Nostalgia, invited, 2019 KSBDA (The Korea Society of Basic Design and Art) International Invitational Exhibition, Cairo Opera House Gallery, Cairo, Egypt, January 5–11, 2019. Work published in the exhibition catalog (ISBN 979-11 88534-05-0), p. 381.

Yearning, invited, 2019 KSBDA (The Korea Society of Basic Design and Art) International Invitational Exhibition, Science and Technology Park, Chiang Mai, Thailand, February 16–21, 2019. Work published in the exhibition catalog (ISBN 979-11 88534-06-7), p. 342.

Unification, invited, 2015 KSCS (The Korean Society of Color Studies) International Exhibition of Color Works organized by the Korea Society of Color Studies, Soongsil University Hyungnam Engieering Building. November –8, 2015, Work published in the exhibition catalog, p. 38.

A Day in Campo di' Fiori, invited, JEFF (Joint Exhibition for Friendship),
Bongsan Cultural Center in Daegu, KOREA, November 18–23, 2014. Work published in the exhibition catalog, p.12.

CMYK, invited, 2014 KSCS (The Korean Society of Color Studies) International Exhibition of Color Works organized by the Korea Society of Color Studies, Hillstate Gallery, Seoul, Korea, November 7-14, 2014. Work published in the exhibition catalog, p.29.

Life is Journey, invited, 2013 KSCS (The Korean Society of Color Studies) International Exhibition of Color Works organized by the Korea Society of Color Studies,
SangMyung University Design Gallery, Cheonan, Korea, October 18–20, 2013. Work published in the exhibition catalog, p.36.

What is True Red, invited, 2012 KSCS (The Korean Society of Color Studies) International Exhibition of Color Works organized by the Korea Society of Color Studies, Gallery Xi, Seoul, Korea, November 9–November 11 2012.

Memory in Korea, invited, 2011 KSCS (The Korean Society of Color Studies) International Exhibition of Color Works organized by the Korea Society of Color Studies, Ewha Womans University's Lee Sam-Bong Hall, Seoul, Korea, October 6–8, 2011, Work published in the exhibition catalog, p. 139.

Yellow is Every Where, invited, 2010 KSCS International Exhibition of Color Works organized by the Korea Society of Color Studies, GooMi Digital and Electronic Exhibition Center, Korea, November 4–6, 2010.

A visual Diary of a Traveler, Faculty Exhibition,
College of Design Gallery, Iowa State University, 2004.

Yin Yang (2 pieces)**,** invited, Furlong Lead Galleries,
University of Wisconsin-Stout**,** January 24–February 17, 2003.

Visual Message Members' Annual Exhibition, Seoul Korea, 1989–1998.

Korea Design Council Members' Annual Exhibition, Seoul Korea, 1992–1996. SEP

Visual Information Design Association of Korea (VIDAK) Members' Annual Exhibition, Seoul Korea, 1995–1996.

7 Designers' Exhibition, Deajeon, Korea, 1994.

Ewha Womans University Alumni Exhibition, Invited, Seoul Korea, 1992.

M.F.A. Thesis Exhibition, Blaffer Gallery, University of Houston, Texas, May 11–May 25, 1986.

Invited Seminars/Lectures:

Interface Design and Usability, Computer Science/ Gerontology 414/514 Lecture, October 31, 2019, Iowa State University, October 25, 2018, October 31, 2019, March 23, 2021.

Grand Challenges at a Land-Grant Institution, Gerontology Bliz, March 28, 2018, Iowa State University.

Design Elements and Principles for Information Design at HCI Seminar, January 25, 2018,
Iowa State University.

User Experience and Design Process: Jeju National University, Korea, October 19, 2017

UX Design Process: A Case Study Model for Developing Reproductive Health Care Decision Aids Tool, Division of Media Interaction Design, Ewha Womans University, May 26, 2015.

Designing Decision Aids collaboration with Mayo Clinic**,** Research Exchange Symposium organized by the National Research Foundation of Korea, Design Institute InJe University, and Ministry of Education, June 13, 2014.

Designing Decision Aids collaboration with Mayo Clinic, InJe University, Korea, April 23, 2014.

Design and Culture. Jeju National University, Korea. November 18–19, 2013.

Connectivity Model and Its Application. KAIST, Korea. April 5, 2011.

Connectivity Model: Evaluating and Designing Social and Emotional Experiences. Han Dong University, Korea. April 7, 2011.

Culture and Visual Communication, ChungNam National University, Korea, April 4, 2011.

How Westerners Think Differently? KeiMyung University, Korea, March 17, 2009.

Design Process and Creativity at KeiMyung University, Korea, April 22, 2008

Graduate Design Education at a Land-Grant University, Presented with Debra Satterfield, The Bauhaus and Beyond: the Shape of Design Education, University of Northern Iowa, Cedar Falls, Iowa, April 8–10, 2005.

Iowa State University's Undergraduate Graphic Design Program and Students' Work, Presented with Lisa Fontaine, *Graphic Design Education Summit, AIGA Minnesota,* Minneapolis, Minnesota, April 2002.

TEACHING

Teach all levels of graduate and undergraduate Graphic Design courses leading to B.F.A., M.A., and M.F.A. degrees; advise about 10 to 20 undergraduate students each semester; serve graduate thesis committees and major professor**.**

Undergraduate Courses:

Sophomore, junior, and senior level Graphic Design studios, Advanced Typography, Packaging, and Web Design for E-commerce Web and Graphic Design Application.

Graduate Courses:

Human Interaction Design and Graphic Design: Usability, Advanced typography, Packaging, Web Design for E-commerce Web and Graphic Design Application.

Grant

Center for Excellence in Learning and Teaching (CELT), Iowa State University with Debra Satterfield, 2010– 2011, $ 2000.00, Graphic design area retreat to review BFA program and undergraduate workshop with a guest speaker.

Center for Excellence in Learning and Teaching (CELT), Iowa State University with Debra Satterfield, 2006–2007, $ 1.500.00, Graphic design area retreat to develop new MA degrees in Graphic Design and review the MFA program in Graphic Design.