

# JAEHO SEO

PRODUCT DESIGNER

CV

## STATEMENT

I'm a passionate Product Designer who strives to understand user's need and seek a minimal design solution that is functional, intuitive, and environment friendly.

I believe that good design comes from close observations and direct experiences, which allows us to define solutions to user needs. From personal and direct experience working on products ranging from baby products to mobility and bath products for seniors, I strive to understand that human beings have different needs and desire. In addition, being born and raised in an oriental culture and studied and worked in the US helps me widen my perspective of an approach to a given problem.

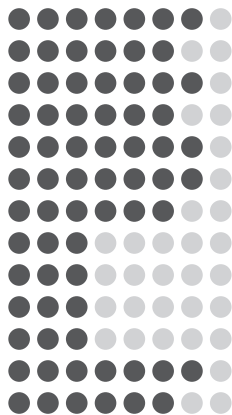
In addition, a minimal design, leads to clear understanding and intuitive solution without creating confusion and frustration. I prefer to minimize unnecessary shapes and materials, to keep the manufacturing costs lower and maximize the usability of a product by combining with smart and intuitive details.

Being environmentally conscious is an important quality of my design. With minimal design, it might be easy to save a bit of material but not much to save the environment. I'm always seeking environment-friendly materials, designing for long term usage and products that are easily recyclable; ensuring my work does not contribute to global warming.

To summarize, I expect to create beautiful and minimal appearance products with intuitive & functional design. I hope my work can make a difference in people's life, with an environmentally sound path – from manufacturing to recycling.

## DESIGN SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
MS Presentation  
Solidworks  
Photoview  
Keyshot  
Rhino  
Alias  
3D Max  
Auto CAD  
Model Making  
Sketch



## CONTACT

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## EDUCATION

- 2012 MFA, Industrial Design  
Rochester Institute of Technology, NY, USA
- 2010 Danish Institute for Study Abroad, Summer quarter  
Copenhagen, Denmark
- 2008 BFA, Industrial Design  
Hongik University, Seoul, Korea
- 2007 BFA, Sculpture  
Hongik University, Seoul, Korea

## DESIGN EXPERIENCE

- 2** Furniture Designer Mar, 2016 - Present  
Artistic Frame, New York, NY  
Research, Concept sketches, Development, Tech Drawings, 3D and renderings, 3D printings, Organizing for Presentations.  
Clients: Ritz Carlton Hotel, Pierre Hotel, Four Season Hotel, Whitby Hotel, Campbell Apartment, 21 Club
- 3** Product Designer & Intern Sep, 2012 - Mar, 2016  
Michael Graves Design Group, Princeton, NJ  
Research, Concept sketches, Development, Model making, Tech Drawings, 3D and renderings, 3D printings, Organizing for Presentations.  
Clients: JCPenney, Kimberly-Clark, Alessi, Fanimation, Project watches, TJ Maxx Project watches, iAC
- 1** Product Design Intern Dec, 2010 - May, 2012  
JOSHOWEN LLC, Rochester, NY  
Product research, Concept sketches, Tech Drawings, 3D and renderings, Organizing for Presentations, Archiving Prototypes  
Clients: Kontextur, Corning Museum of Glass.

## ACHIEVEMENT

-  2nd Place\_3CHAIR  
Graduate Alumni Reception Exhibition, 2012
-  Furniture Design Award for Academic Excellence  
(DIS - Danish Institute for Study Abroad 2010)
-  Honorable mention for Collab design competition  
(Philadelphia Museum of Art featuring Alessi 2010)

## OTHER EXPERIENCE

Teaching Assistant in Metaproject02(Corning Museum of Glass),  
Fall & Winter quarter 2011-12 Exhibited in Wanted Design  
Teaching Assistant in Metaproject01(Wilsonart),  
Fall & Winter quarter 2010-11 Exhibited in ICFF  
Military Service in Special Warfare Command, Korean Army, Seoul, Korea  
Mar, 2002 - Apr, 2004