HYE-JIN NAE

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EDUCATION

Rochester Institute of Technology (RIT)
Master of Fine Arts in Computer Graphics Design (with Highest Honor), 2004
Rochester, NY, USA

University of Wisconsin
Bachelor of Fine Arts in Graphic Design (with Honor), 2002
Stevens Point, WI, USA

Sungshin Women's University
Bachelor of Arts in Clothing and Textile Design (with High Honor), 1999
Seoul, South Korea

ACADEMIC APPOINTMENTS

Assistant Professor, RIT
School of Design, New Media Design, 2016–Present

- Research and disseminate impact of design education pedagogy and the role of the design educator within multidisciplinary cohorts.
- Integrate applied user interface (UI) design, interaction design (IxD), and user experience (UX) design with research and scholarly activities based on extensive professional experiences. Recent areas of focus include the integration of personalized healthcare technology interactive data driven applications and the development of a mobile app and website to promote a culture of tolerance and inclusion utilizing applied design education.

Visiting Assistant Professor, RIT
School of Design, New Media Design, 2014–2016

Assistant Professor, RIT
School of Design, Graphic Design, 2008–2010

Research and Scholarly Activity Snapshot (last 5 years)

$3,151,355	13	1	17
Awarded External & Internal Grants as PI & Co-PI + Pending: $2,765,847	**Proceedings & Presentations** 11 Peer-reviewed & 2 Invited	**Published Application** Google & Apple app store	**Awards & Recognitions** International, National, & RIT

List of Grants and Fundings (last 5 years)

TYPE	FUNDING	SPONSOR	TITLE	ROLE	YEARS	STATUS
External Grant: Awarded	$2,990,975	National Institute of Health (NIH)	Inconspicuous Daily Monitoring to Reduce Heart Failure Hospitalizations	Co-PI	2020–2025	Active
	$149,955	U.S. Department of Homeland Security (DHS)	It's Time: #ExOut Extremism	PI	2017–2020	Completed
External Grant: Pending	$2,765,847	National Institute of Health (NIH)	A Randomized Controlled Trial of a Digital, Avatar Assisted Cognitive Behavioral Therapy Platform to Treat Co-Occurring Addiction and IPV: RITchCBT vs. Treatment as Usual	Co-PI	2021	Pending
Internal Grant	$5,000	Provost's Learning Innovation Grants (PLIG)	The Design Guide	PI	2017–2018	Completed
	$2,000	Faculty Evaluation and Development (FEAD) Grant	Paper Presentations for AIGA Design Educators Conference and Motion Design Education Summit	PI	2017	Completed
External Funding	$3,000	Forbes	Reimagining Forbes.com	PI	2019	Completed
External Scholarship	$425	The Webby Awards	The Webby Awards Scholarship	PI	2020	Completed

ACADEMIC APPOINTMENTS continued

- Create a wide variety of custom teaching aids, motivational and implementation strategies to engage students in active learning and problem-solving techniques for each subject area.
- Contribute to both the institutional and the larger professional community.
- Teach and advise students with design fundamentals, advanced theory and practices of UI/UX design.
- Courses Taught: design fundamentals, advanced theory and practices of visual and UI/UX design:

New Media Design, BFA:
Digital Survey II (Freshman, multidisciplinary)
Elements I (Freshman, multidisciplinary)
Elements II (Sophomore, multidisciplinary)
Elements III (Junior)
Interactive IV (Senior)

Graphic Design, BFA:
Imagery in Design (Sophomore)
Intro Time Based Design (Sophomore)
Information Design (Junior)
Intro Interactive Media Design (Junior)
Advanced Interactive Media Design (Senior)

PROFESSIONAL EXPERIENCE

Founding Startup Member, Heart Health Intelligence (currently renamed Casana)

2018–2020

- Advised Heart Health Intelligence, an RIT based startup focused on research and product development for mobile healthcare monitoring.
- Defined the UX design of patient and physician interaction application interface concepts to implement core technologies and algorithms for cardiovascular monitoring.
- Supported $16.6 million fund-raising efforts (Bemis, General Catalyst, Austin McChord) as a creative lead.
- Created corporate identity and marketing design system for various touch points.

Creative Director & Lead Experience Architect, EffectiveUI

2010–2014

- Responsibilities included the creative output of EffectiveUI, with oversight of the creative team and creative processes: the ideation, presentation and execution of project: the creative quality of client-based projects and internal projects.
- Ensured that creative products offer leading edge solutions ahead of our competition.
- Delivered strategic solutions that help our clients attain their goals and objectives.
- Collaborated the creative process as a leader of creative team with the customer insight and development & technology teams.

Major Accomplishments at EffectiveUI

- Managing high quality outputs of client-based projects
  Oversaw and managed the creative process for a variety of clients from Research, Requirement gathering, User Experience & Product Planning, User Experience Execution, to Documentation. High quality of creative and production is upheld, maintaining consistently high standards for him/herself and others on the team. Awarded the "High Impact Award" from EffectiveUI in 2013.
- Emerging technology thought leadership–mobile user experience
  Lead, shared and mentored team members with Mobile UX expertise so that project outcome delivered outstanding results. For example, Kaspersky US mobile site, which is the first in its industry to offer a fully functional mobile website, not only won "Awards of Distinction" in the Communicator Awards in the Mobile Websites: Business category and nominated for the finalist for the MITX award but also featured in Businessweek.com as the mobile site generated 64.7% increase in page views per visit and 21.7% increase in revenue per visit.
- Whitepaper
  Wrote several whitepapers about emerging technology and design for internal design team: "Solving Fragmented Mobile User Experiences," "Getting Ready for the Emerging User Experience - Natural User Interface (NUI)," and "Hybrid Mobile App Considerations."
- Contributed by gaining international UX design recognition
  Pepsi, Super Bowl XLVIII AD Tracker–Nominated for a WPP Award, 2014
  Allworx Reach (Mobile & Tablet Application)–Best of Show at ITEXPO East, 2013
  Kaspersky US mobile website–Awards of Distinction in Mobile Website Business, 2013
  Kaspersky US mobile website–Finalist of MITX Awards in Technology, 2012

PROFESSIONAL EXPERIENCE
continued

- Marketing and Sales team support
  Worked closely with EffectiveUI marketing and sales teams to build strong brand communication and marketing channels and strategy. Created design templates for the EffectiveUI sales team that increases presentation consistency and efficiency.
- User research and user centered approach practice
  Collaborated with the research team to develop user centered problem-solving approach practices that became a part of design process in company.
- As a UX Lead: Managed, designed, developed, and/or launched the following projects/clients. Tasks are Project scoping and plan, Design Research, UX Architecture, UI/UX Design, Prototype, and Development hand-off:
  Honeywell, Security Group, Website Migration, 2014
  Honeywell, Life Safety Group, 3S Web Application, 2014
  Sengled, Pulse (LED & Sound Control) Mobile Application, 2014
  Pepsi, Superbowl XLVIII Real Time AD Tracker, 2013
  Ogilvy & Mather, Travel & Expense Web Application, 2013
  TIAA-CREF, Tablet Application Vision UX, 2013
  TIAA-CREF, Desktop Website, 2013
  Adobe Interactive Guide, Desktop Website, 2013
  American Express Publishing Co., Travel + Leisure Responsive Website Concept, 2013
  SavvisDirect, Desktop Website, 2013
  Allworx, Interact: Desktop Application, 2013
  Kaspersky, Global, Desktop Website & Mobile Website, 2012–2013
  Allworx, Reach: Mobile Application & Tablet Application, 2012
  Kaspersky, US, Mobile Website, 2012
  Adobe Interactive Guide, Desktop Website, 2012
  Panasonic, US, Desktop Website & Mobile Website Concept, 2012
  Xilinx Pocket Power Estimator, Mobile Application & Tablet App Concept, 2012
  Trizetto, Desktop Website, 2011
  Fidelity, TWS, Desktop Website, 2011
  Fidelity, PSW, Desktop Website, 2011
  American Express, Mobile Website & Mobile Application, 2011
  UX Magazine, Desktop Website, 2010
  Kodak, Black Fade Emotive UI Guideline, 2010
  American Express, inSite Desktop Application, 2010
  BlueShield California, Mobile Website & Mobile Application, 2010–2011

Lead Visual Designer, Yahoo! Inc.

2007–2008

- Worked collaboratively to deliver compelling and rich visual solutions for web-based products.
- Created clear and compelling visual design directions with precise attention to design detail.
- Guided and observed other designers to deliver the best user experience.
- Synthesized complex information and distill it to the most critical issues to effectively increase usability.
- Created a positive and unique Internet presence that effectively communicates information architecture, design, engages target customers, and delivers a highly usable experience.

Major Accomplishments at Yahoo! Inc.

- Contributed by gaining international design recognition for Yahoo! Media products
  Two U.S. Design Patents (more details are in the following section)
  Winner of American InHouse design awards in Internet
  W3 silver awards in Health
  W3 silver awards in Lifestyle
  Businessweek's Best of the Web 2007 in Health
- Created a new design for the Yahoo! Health property and template for the Yahoo! Health event websites that increases design consistency and production efficiency - Yahoo! Health
- Launched a new Yahoo! Shine property for the everyday woman between ages 25 and 50 - Yahoo! Shine

PROFESSIONAL EXPERIENCE continued

- Designed, developed, and launched the following Yahoo! websites:
  Redesigned Yahoo! Health website (received over a billion unique visitors per month) and microsites:

Yahoo! Strut Your Self	Yahoo! Diabetes Awareness
Yahoo! Breast Cancer Awareness	Yahoo! Depression Awareness
Yahoo! Fit Families on the Run	Yahoo! Live Better Everyday
Yahoo! Pain Management	Yahoo! In Search of Real Food

Sr. Visual Interaction Designer, Eastman Kodak Company
Visual Interaction Designer, Eastman Kodak Company

2004–2007

- Designed a visual direction of product lines and helped other designers build a unified design direction
- Created and produced cutting edge user interface and interactive designs
- Researched the latest design trends and applied to future Kodak digital products
- Worked as a lead designer on many high-profile projects, including forward thinking advanced development and ideation, to product realization and production

Major Accomplishments at Eastman Kodak Company

- Contributed by gaining international design recognition for Kodak digital media products.
  Two iF communication design awards 2006 in Digital Media Interface
  Winner of 2006 American InHouse Design Awards in Multimedia and Interactive
  Honorable mention from 2006 Consumer Electronics Show (CES)
  Businessweek's Best of the Web 2006 in Photo Sharing
  Contributed to Paper "Next Generation Software User Experience at Eastman Kodak Company"
- Brought a new vision and perspective to the Kodak design team.
- Performed research on consumer trends to benchmark design integration and unity into existing and future products at Kodak.
- Designed and developed a new Kodak design trend applied to various digital consumer products: software, mobile device, instant messaging, kiosk, printer, photo share, camera user interface, website and TV user interface.
  Kodak EasyShare v6.0
  Kodak Picture Kiosk
  Kodak EasyShare Gallery Premier service
  Kodak Proshots Website
  Kodak.com Homepage redesign (concept development) Kodak Health Imaging
  Kodak Professional Imaging Solutions Motorola Camera Phone Development
  Kodak Digital Camera Advanced User Experience

Creative Director/Partner, Nae & Smith Design

2002–2010

- Produced web design, interactive web application and corporate identity system for print and online.
- Researched advanced user experience development and ideation.

Graphic/Advertising Designer, JoongAng Daily

2001

- Created advertising designs for the daily newspaper a fast pace design environment.
- Communicated the client's business needs and developed a creative solution to suit their needs.

Fashion Designer, Dong Young Project

1998–1999, Seoul, South Korea

- Created woman's ready-to-wear collections and garment concepts.
- Analyzed trends in fabrics, colors and shapes and kept up-to-date with emerging fashion trends.

GRANTS & FUNDINGS

Total awarded grants and fundings as PI & Co-PI: $3,151,355

As a user interface (UI) and user experience (UX) design professional, researcher and educator, my goal is to investigate, formulate, and implement design solutions that enhance the engagement and information understanding between users and digital systems. My research and scholarly activity focus on the intersection of design education, interactive digital application, and integration across multiple disciplines through both pedagogical and applied UI and UX design solutions (data-driven healthcare interface, mobile app, website, software, etc.). Over the last five years, while an Assistant Professor at RIT, I have pursued three main areas of research and scholarly dissemination: external and internal grant funding, international and national peer-reviewed publications, and peer-reviewed presentations. The importance and impact of design are expanding in both the academic classroom and sponsored research fields. My professional and academic background positions me to research and create unique design-based solutions across a wide range of social, healthcare, and interdisciplinary collaborations and funded projects. These core research projects, along with my continuous discovery and pedagogical research within design education for multidisciplinary audiences, have had a direct impact on the understanding and necessity of the integration of design across multiple domains. The following list of grants and fundings summarized my scholarly efforts over the last five years.

A. External Grants – Awarded

Inconspicuous Daily Monitoring to Reduce Heart Failure Hospitalizations

Sponsor: National Institute of Health (NIH) Grant - National Heart, Lung, Blood Institute

Amount: $2,990,975/ Role: Co-PI, PI: Linwei Wang, PhD (formerly David Borkholder, PhD)

Status: Grant awarded in June 2020, active research project

Media: [RIT News] [URMC News] [WHEC News] [13WHAM News] [News Break]

It's Time: #ExOut Extremism

Sponsor: U.S. Department of Homeland Security (DHS), Office for Community Partnerships, Countering Violent Extremism (CVE) Grant Program, Focus Area #4: Challenging the Narrative

Amount: $149,955 / Role: PI, Co-PI: Miguel Cardona, MFA

Status: Grant award in December 2017, completed in January 2020

[RIT research project page] [Official website] [Apple app store] [Google play store] [Figma community page]

B. External Grants – Pending

A Randomized Controlled Trial of a Digital, Avatar Assisted Cognitive Behavioral Therapy Platform to Treat Co-Occurring Addiction and IPV: RITchCBT vs. Treatment as Usual

Sponsor: National Institute of Health (NIH) Grant

Amount: $2,765,847 / Role: Co-PI, PI: Easton Caroline, PhD

Status: Proposal submission in February 2021, grant pending

C. External Funding and Scholarship

Reimagining Forbes.com

Sponsor: Forbes

Amount: $3,000 / Role: PI, Sponsored class student project

Status: A team of Forbes, including Vadim Supitskiy (CTO), Andres Jauregui (Digital Designer), Joe Pietruch (Front-end Developer) selected the top 4 student projects to incorporate into the future vision in May 2019

Selected projects: [1st place] [2nd place] [3rd place] [4th place]

The Webby Awards Scholarship

Sponsor: The Webby Awards [About the sponsor]

Amount: $425 / Role: Applicant (PI of the awarded project entry)

Status: Selected for a scholarship recipient in December 2020

D. Internal Grants

The Design Guide
Sponsor: Provost's Learning Innovation Grants (PLIG) - Exploration Grant
Amount: $5,000 / Role: PI (Sole Author)
Status: Grant awarded in March 2017, completed in December 2018

Paper Presentations for AIGA Design Educators Conference and Motion Design Education Summit
Sponsor: Faculty Evaluation and Development (FEAD) Grant
Amount: $2,000 / Role: PI (Sole Author)
Status: Grant awarded in May 2017, completed in September 2017

E. External Grants – Selected submission but not funded

Medical Data Visualization Systems for Improving Patient Care
Sponsor: Johnson and Johnson WiSTEM²D Scholars Award Program* [About the sponsor]
Amount: $150,000 / Role: PI (Sole Author)
Status: Proposal submission in October 2020, grant not funded

* RIT's internal review committee with Dr. Garzione, Associate Provost, selected me to submit a grant proposal for the *Design* discipline for Johnson and Johnson WiSTEM²D Scholars Award Program. This award is one of the most competitive and prestigious applications from RIT, the Office of Foundation Relations. Applications are limited; each university can support and recommend one applicant per each STEM2D discipline. Therefore, each university can support a total of 6 applicant submissions (one for science, one for technology, one for engineering, etc.)

PUBLICATIONS Internationally and nationally peer-reviewed and invited publications and presentations

The value and impact of applied design and design process represent a significant component moving industries and products forward. These design champions range from Apple and other consumer product leaders, venture capital firms such as Kleiner Perkins Caufield and Byers (KPCB), and industry and educational innovators like John Maeda. The Design Management Institute (DMI) tracking the performance of design-centric companies has shown that they outperformed the S&P 500 between 2005-2015 by 211%. This emergence of applied design has been the basis of my research in exploring and creating an undergraduate curriculum that incorporates design practice in a multi-disciplinary setting with STEM disciplines. As the lead faculty in creating the design foundation sequence for New Media Design, BFA, and establishing upper-level curriculum criteria, I have developed a portfolio of successful pedagogical tools and teaching practices. These solutions support both traditional design-focused programs and inter-disciplinary needs. Based on professional experience, academic research, and curricular application, my research and work have contributed to the success of design education as a component with multiple Bachelor of Science programs across the institute. I have featured the expansion of applied design practice and universal design principles for an inclusive and diverse audience in peer-reviewed publications and peer-reviewed and invited presentations.

A. Published Smart Device Application or Software

Ex-Out Creativity Handbook (mobile application and website)
Applied design guide and the system of open-access digital materials for creative online activism
Role: PI, Co-PI: Miguel Cardona, MFA
Status: The mobile application was published on the Apple App Store and Google Play Store in Feb. 2020 under MAGIC Spell Studios, LLC. The Ex-Out website and Figma community page were published in Feb. 2020.
Mobile application: iOS Mobile App [Link], Android Mobile App [Link]
Websites: Official website [Link], Figma community page [Link]
Media: RIT College of Art and Design Research Spotlights [Link]

B. Peer-reviewed Publications

Reestablishing a Collaborative Research Project Practice in an Academic Environment
UCDA Design Education Summit, Virtual Conference, May 25–27, 2021 (Due to COVID-19 the conference went online)
Hye-Jin Nae and Miguel Cardona, Blind peer-reviewed conference proceedings, 104-119 [Link]

Motion Design for Data Visualization and Interactive Prototypes
Motion Design Education Summit 2017, Columbus, Ohio State University, June 7–9, 2017
Hye-Jin Nae, Blind peer-reviewed conference proceedings, 143–149 [Link]

An Interdisciplinary Design Education Framework
The Design Journal, Volume 20, Issue sup1, S835-S847, Taylor & Francis, UK.
ISBN: 978-1-138-09023-1, DOI: 10.1080/14606925.2017.1353030
Design for Next (DFN), the 12th European Academy of Design (EAD) Conference., Sapienza University of Rome, Italy, April 12–14, 2017
Hye-Jin Nae, Double blind peer-reviewed proceedings and journal publication [Link]

Typography Education in an Interdisciplinary Program Through Inclusive Projects
Typography Day 2017, University of Moratuwa, Sri Lanka, February 23–25, 2017
Hye-Jin Nae, Peer-reviewed conference proceedings [Link]

C. Book Chapter - Pending

Digital Transformation in Design: Essays and Interviews
Hye-Jin Nae, Invited book chapter author, Book chapter invitation from Laura Scherling, M.A., Ed.D., Columbia University School of Professional Studies [Link]
Status: Book chapter proposal submission in July 2021, under review by the committee at Amherst College Press [Link]

PRESENTATIONS

A. Peer-reviewed & Invited Presentations

Building a System of Open-Access Digital Materials for Creative Online Activism
Fifteenth International Conference on Design Principles & Practices, Universidad de Monterrey, México, March 3–5, 2021 (Due to COVID-19 the conference went online)
Hye-Jin Nae and Miguel Cardona, Innovation Showcase, Blind peer-reviewed conference proceedings [Link]

A Journey to Ex-Out
Connected Learning Summit (CLS), Cambridge, Massachusetts Institute of Technology (MIT), July 29–31, 2020 (postponed to 2021 due to the COVID-19)
Hye-Jin Nae and Miguel Cardona, Blind peer-reviewed conference proposal [Link]
Pre-recorded presentation during the conference July 03–July 30, 2021 [Link]
Virtual presentation and discussions on July 29, 2021 [Link]

Stealing Bubblegum: Design Ethics and Intentionality
FITC Spotlight, Toronto, Canada, Telus Harbour, October 21, 2019
Hye-Jin Nae and Miguel Cardona, Refereed conference proceedings [Link]

On Human-Centered Design
ITX UX 2019 Beyond the Pixels, Rochester, October 5, 2019
Hye-Jin Nae, Kim Goodwin, Jeff Gothelf, Miguel Cardona, and Matt Bernius, Invited panel discussion [Link]

Digital Literacy and Capacity Building to Counter Extremist Narratives
Digital Forum on Terrorism Prevention, Pittsburgh, Carnegie Mellon University, September 11, 2019
Hye-Jin Nae and Miguel Cardona, Invitation only conference presentation [Link]

Industry-Inspired Innovation in Design Education
Pearson's Now/Next in Learning Summit, Scottsdale, April 22–24, 2019
Miguel Cardona and Hye-Jin Nae, Co-author of peer-reviewed conference presentation [Link]

Experience, Learn and Design to be Inclusive, Raise Awareness and Persuade in an Interdisciplinary Program
AIGA National Design Conference, Pasadena, Pasadena Convention Center, April 4–6, 2019
Hye-Jin Nae, Blind peer-reviewed conference proceedings [Link]

The Design Guide
The Provosts' Learning Innovation Grants Showcase, RIT Innovative Learning Institute, Rochester, Rochester Institute of Technology, November 7, 2018
Hye-Jin Nae, Internal grant research project poster presentation [Link]

Multidisciplinary New Media Design Undergraduate Program
Digital Media and Learning (DML) Conference, Irvine, University of California, October 4–6, 2017
Hye-Jin Nae, Peer-reviewed conference proceedings [Link]

Design is STEM! Understanding Interdisciplinary Design Practice, Education, and Research
AIGA Converge Conference, LA, University of Southern California, June 1–3, 2017
Hye-Jin Nae and Tim Wood, Three double blind-peer reviewed conference proceedings [Link]

Typographic Expressiveness of Print vs. Screen
Printing Industry Center Symposium, Fairport, Woodcliff Hotel & Spa, November 19, 2009
Chuck Bigelow, Hye-Jin Nae, and Adam Smith, Invited conference presentation

B. Accepted Peer-reviewed Conference Abstracts

Open Access Digital Materials for Creative Online Activism
TLT Symposium ED Tech Day, Ithaca, Ithaca College, March 19, 2020
Hye-Jin Nae & Miguel Cardona, Accepted peer-reviewed conference presentation in Feb. 2020. Due to COVID-19 conference was canceled. [Link]

Multi-disciplinary Design Industry and Education–How We are Preparing for Now and the Future
National Conference on the Beginning Design Student (NCBDS), Cincinnati, Univ. of Cincinnati, March 1–3, 2018
Hye-Jin Nae, Accepted blind peer-reviewed conference abstract in December 2017 [Link]

Integrating STEM Topics into an Interdisciplinary Model of Design Education
IxDA Interaction Design Education Summit, Lyon, Ecole Normale Supérieure (ENS) of Lyon, France, Feb. 3–4, 2018
Hye-Jin Nae and Tim Wood, Accepted blind peer-reviewed conference proposal in December 2017 [Link]

OTHER PUBLICATIONS & EXHIBITIONS

Juried Publication, The 57th Design Annual Graphic Design USA, 2020
Project: The Design Guide Project / Role: PI, Creative Director, Editor, Project Manager

Juried Publication, GDUSA Web Design Awards, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Juried Exhibition, Designing Across Divides Diptych Banner Design Competition, Morgantown, West Virginia Univ., 2019
Project: Equity and Inclusion Diptych Banner Design / Role: Creative Director

Juried Publication, 55th Anniversary InHouse Design Annual, 2018
Project: Personalized Healthcare Technology Research Initiative at RIT / Role: Creative Director & Lead Designer

Work featured on "Using Technology to Track Trends in Your Health," Research at RIT, 2016
Project: Mobile Application Concept / Role: UI Designer

Work featured on "Pulse by Sengled Combines LED Lighting & JBL Sound" at CEPro.com, 2014

Work contributed to "EffectiveUI Helps Kaspersky Lab Bring Security Products to Customers Via Mobile Website" at Businessweek.com, 2013

Juried Publication, American InHouse Design Awards, GD USA Magazine, 2008

Juried Online Publication, Best of the Web- Health Category at Businessweek.com, 2007

Juried Online Publication, Honoring Outstanding Website at W3 Awards, 2007

Refereed Conference Paper, work contributed to "Next Generation Software User Experience at Eastman Kodak Company," Design & Emotion Conference, Sweden, 2006

Juried Publication, IF Communication Design Awards Yearbook, Germany, 2006

Juried Publication, American InHouse Design Awards, GD USA Magazine, 2006

Juried Online Publication, Best of the Web, Photo Sharing Category at Businessweek.com, 2006

Trade Show, International Consumer Electronics Show (CES), Las Vegas Convention Center, 2006

Juried Exhibition, Digital Image Making, Gallery R, 2003

Juried Exhibition, Midstates Graphic Design, Marxhausen Gallery, 2002

Juried Exhibition, Wisconsin Graphic Design, Carlsten Gallery, 2002

Juried Exhibition, Prints from the Tandem Press, Carlsten Gallery, 2001

Juried Exhibition, The Richard and Myrna Schneider Invitational, Carlsten Gallery, 2001

Juried Exhibition, Graphic Design, Carlsten Gallery, 2001

Juried Exhibition, Textile Design, Coex Center, South Korea, 1998\

Juried Exhibition, Fashion Illustration, Sujeong Hall, Sungshin Women's University, South Korea, 1998

Fashion Show, Unjeong Grand Hall, Sungshin Women's University, South Korea, 1998

PATENTS

Transitional Computer User Interface for a Display Screen, August 2010, US No. D621850 [Link]
Assignee: Yahoo! Inc. Inventors: Jennifer Tarara, Agnes Liu, Seva Dyakov, Hye-Jin Nae, Yun Woo

Graphical User Interface for Computer Screen, March 2010, US No. D612860 [Link]
Assignee: Yahoo! Inc. Inventors: Jennifer Tarara, Hye-Jin Nae, Holly Holzhauer, Amy Ilyse Rosenthal

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HONORS, AWARDS, & RECOGNITIONS

Nominee, The Webby Awards, Mobile App, Public Service Activism, 2021
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Gold, Indigo Design Awards, Apps for Social Change, Freelancer, 2021
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Gold, Indigo Design Awards, Integrated Graphic Design for Social Change, Freelancer, 2021
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Freelancer of the Year–Shortlist Winners, Indigo Design Awards, 2021
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Gold, The American Advertising Awards, Interactive Digital Publications, Campaign, 2021
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Bronze, International Design Awards (IDA), Multimedia-Mobile & Web Application Design, 2021
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Winner, American Graphic Design Awards, Public Service + Pro Bono, 2020
Project: The Design Guide Research Project / Role: PI, Creative Director, Editor, Project Manager

Gold, UCDA Design Awards, Mobile apps, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Excellence, UCDA Design Awards, Other digital, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Judge's choice, UCDA Design Awards, Other digital, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Frank J. Romano Endowed Prize Award for Publishing Entrepreneurship, College of Art and Design, RIT, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Winner, GDUSA Web Awards, UX Design Application, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Finalist, Communication Arts 2020 Design Competition, Identity manual, 2020
Project: Ex-Out Research Project / Role: PI, Creative Director, Editor, Project Manager

Excellence in Student Life Mentor, 2019
Rochester Institute of Technology / Role: Assistant Professor

Mentor of the Community Impact Award, 2019
Rochester Institute of Technology / Role: Assistant Professor

Winner, American InHouse Design Awards, Internet design, 2018
Project: Personalized Healthcare Technology Research Initiative at RIT / Role: Creative Director & Lead Designer

Finalist, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching, 2018
Rochester Institute of Technology / Role: Assistant Professor

Nominee, WPP Awards, 2014
Project: Pepsi, Super Bowl XLVIII AD Tracker / Role: Creative Director & Lead Designer

High Impact Award, EffectiveUI, 2013
Role: Lead Experience Architect & Creative Director

Best of Show, ITEXPO East, 2013
Project: Allworx Reach (Mobile & Tablet Application) / Role: Project Lead, Creative Director & Lead Designer

Winner, Awards of Distinction, Communicator Awards: Mobile Websites Business, 2013
Project: Kaspersky Mobile Website (US) / Role: Project Lead, Creative Director & Lead Experience Architect

Honored, Awards of Distinction, Communicator Awards, Healthcare, 2013
Project: TriZetto Website / Role: Co-Designer

Finalist, MITX Interactive Awards, 2012
Project: Kaspersky Mobile Website (US) / Role: Project Lead, Creative Director & Lead Experience Architect

New New Thing, Yahoo!, 2008
Project: Yahoo! Health / Role: Lead Designer

Two American Graphic Design Awards, Internet design, 2008
Project: David Lamb Photography Website / Role: Creative Director & Lead Designer
Project: NaeHyeHun Artist Website / Role: Creative Director & Lead Designer

Winner, American InHouse Design Awards, Internet design, 2008
Project: Yahoo! Health / Role: Lead Designer

Two Silver W3 Awards, Health and Lifestyle, 2007
Project: Yahoo! Health / Role: Lead Designer

Best of the Web, Health category, Businessweek, 2007
Project: Yahoo! Health / Role: Lead Designer

IF Communication Design Awards, Digital Media Interface, Germany, 2006
Project: Kodak EasyShare software V6.0 / Role: Lead Designer, Design Concept, and Art Direction

IF Communication Design Awards, Digital Media Interface, Germany, 2006
Project: Kodak Picture Kiosk Picture Terminal / Role: Co-Designer, Design Concept, and Art Direction

Winner, American InHouse Design Awards, Multimedia and Interactive, 2006
Project: Kodak Picture Kiosk / Role: Co-Designer, Design Concept, and Direction

Best of the Web, Photo Sharing, Businessweek, 2006
Project: Kodak EasyShare Gallery / Role: Lead Designer, Design Concept, and Art Direction

Honorable mention, International Consumer Electronics Show (CES), 2006
Project: Kodak EasyShare Gallery Premier Service / Role: Lead Designer, Design Concept, and Art Direction

Alfred L. Davis Scholarship, Rochester Institute of Technology, 2004

Catherine G. Morse Scholarship, Rochester Institute of Technology, 2003

Academic Scholarship, Rochester Institute of Technology, 2003

The National Dean's List Award, 2001–2002

All-American Scholar Collegiate Award, 2002

1st Place in Editorial Design, Brass Ring Award, 2002

William J. Hanford Memorial Art Scholarship, University of Wisconsin, 2002

Honorable Mention, Wisconsin Graphic Design Exhibition, 2001 and 2002

Dean's Distinguished Achievement Award, University of Wisconsin, 2001

Elizabeth Rice Weber Memorial Art Scholarship, University of Wisconsin, 2001

Scholarship, The Rotary International Club, 1997–1998

Excellence and Achievement Award from the Chancellor, Sung Shin Women's University, 1996

Academic Scholarships, Sungshin Women's University, 1994, 1996, and 1997

SERVICE Serving to support RIT and community

My service focus has been toward contributing my professional skills to support RIT's academic and research missions – we shape the future and improve the world through creativity and innovation. This approach directly has supported one of the five new RIT Signature Interdisciplinary Research Areas (SIRA) in Personalized Healthcare Technology (PHT180). The impact of this service can be seen in the promotion of PHT180 research initiatives, building broader collaborations across campus, and expanding undergraduate and graduate student opportunities in research. As RIT continues to expand its research focus, this effort directly impacts attracting new affiliated faculty and funded projects to the PHT180 initiative and opening opportunities for other faculty and students to become involved in unique collaborations. As a result, my research network and opportunities have also grown through Co-PI listings on National Institute of Health (NIH) and National Science Foundation (NSF) grant proposals, including the recently awarded NIH grant. At the college, school, and department level, I have dedicated my time and skills towards building stronger industry engagements, marketing and design materials, recruitment for the New Media Design (NMD), BFA and Visual Communication Design (VCD), MFA programs, and core curriculum resources that support the college and program's community. While my primary focus through service has been on applying my professional design knowledge skills to contribute to program and institute level initiatives, I have served on the various committees from the institute, college to the school levels: University Appeal Board, RIT Edwina Award Committee, CIAS (renamed as CAD) Final Course Grade Dispute Committee, and three terms of faculty search committees with total five position openings. Beyond the institute, I have also used my experience and scholarly success to engage with the broader design community by serving as a peer-reviewer and judge for the international student design competition. The following list of service summarized my contributions over the last five years.

A. Service to Profession – National and International

- Invited Judge, 2021 International Student Motion Design Competition, 2021
- Invited Peer Reviewer (Double blind), Motion Design Education Design Summit, 2020–2021
- Peer Reviewer (Double blind), AIGA Design Educators Conference 2020, 2019
- Invited Peer Reviewer (Double blind), Motion Design Education Design Summit, New Zealand, 2018–2019

B. Service to RIT – Institute

- Advised and recruited student to support department marketing design project for the Program Director of International and Global Studies in College of Liberal Arts, 2020–2021
- Assisted in recruiting student for MAGIC Center research projects, 2020
- Assisted in recruiting student for PHT180 research projects, 2020
- Committee, University Appeal Board, 2019–2020
- Invited Speaker, RIT Innovative Learning Institute, Teacher on Teaching speaker series, "Visual Design Principles That Impact Learning," 2019
- Invited Judge, RIT UX Factor Challenge, 2019
- Committee, RIT Edwina Award Committee, 2018
- Creative Design Lead, RIT Signature Interdisciplinary Research Area (SIRA), Personalized Healthcare Technology (PHT, PHT180), 2016–2019
- Participated in creating an ImagineRIT promotional video, 2018
- Assisted in identifying student and faculty supports for RIT research organizations: AdvanceRIT and RIT PHT (Personalized Healthcare Technology), 2018

C. Service to RIT – College

- Portfolio Reviewer, Graduate school open house, 2021
- Invited Presenter, Alumni Town Hall, 2020
- Presenter, Aller Group (the largest Scandinavian Publishing house) presentation, 2019
- Representer, CAD National Portfolio Day, portfolio reviewer and represented NMD program, 2019
- Judge, RIT Graduate Thesis Show, 2019
- Committee, CIAS (renamed as CAD) Final Course Grade Dispute Committee, 2018
- Presenter, NMD workshop and the MAGIC Center at the RIT College & Careers, 2018
- Facilitated connections between Adobe and the RIT Thought at Work conference for sponsorship, 2017
- Assisted in identifying companies for RIT Creative Industry Day, 2016–Present
- Assisted in identifying presenters and supported activities of Thought at Work conference, 2016–Present

D. Service to RIT – Department & School

- Committee, The Carry Professor search committee, 2021
- Committee, two tenured-track faculty search committee for New Media Design (BFA), Visual Communication Design (MFA), and Graphic Design (BFA), 2020–2021
- Facilitator, MODE Fest international competition, 2021
- Assisted in preparing for Visual Communication Design (MFA) Orientation, 2021
- Invited Presenter, School of Design All Faculty and Staff Meeting, 2020
- Committee, two tenured-track faculty search committee for Visual Communication Design (MFA) and Graphic Design (BFA), 2019–2020
- Supported other New Media Design faculty's absence by offering office hours, 2020
- Facilitator, MODE Fest international competition, 2019

- Contributor, New Media Design Croatia based program, 2019
- Presenter, assisted in the School of Design open house, 2018
- Invited Judge, New Media Throwdown, 2018
- Assisted in preparing RIT-Adobe presentation for NMD, 2017
- Designed for New Media Design promotional marketing and fundraising materials, 2016–Present
- Developed and shared comprehensive course content and materials for the New Media Design program: Digital Survey II, Elements I, and Elements II courses, 2016–Present
- Promoted NMD Program by meetings with prospective students and academic counterparts, 2016–Present
- Connected students with industry professionals looking to fulfill positions, 2016–Present

MEMBERSHIPS & ACTIVITIES

- Member, Rochester Advertising Federation (RAF), 2021–Present
- Member, University & College Designers Association (UCDA), 2019–Present
- Member, Interaction Design Association (IxDA), 2017–Present
- Member, Korean American University Professors Association (KAUPA), 2017–Present
- Member, American Institute of Graphic Arts (AIGA), 2016–Present
- Committee, EffectiveUI Re-branding, EffectiveUI, 2014
- Committee, Inclusion and Diversity Council, Kodak, 2005–2007
- Member, Asia Pacific Exchange (APEX), Kodak, 2005–2007
- Member, SIGGRAPH, New York State Chapter, 2003–2004
- Contributor, Fundraising Artwork Donation, Gallery R, 2003
- Member, American Institute of Graphic Arts (AIGA), 1999–2002
- Chair, Program Book Committee, International Club, University of Wisconsin, 1999–2002
- Student Chair, Sung Shin Women's University, 1996–1997

MENTORING & ADVISING

Creating a ripple effect in students' education, career, and life

Teaching is a passion towards giving to the community, sharing ideas and skills, researching, and mentoring students. As an educator, I try to create a ripple effect in learning that lasts through the students' education, career, and personal life. My goal is to bring my personal, professional, and scholarly experience to students' learning environment and outside of the classroom to create excitement for design, learning, and appreciation of diversity. I try to bring fundamental resources and knowledge of a subject as well as an experience base beyond just the content of one particular course. Through scholarly and professional work, I was able to provide unique examples and situations to the in and out of the classroom that can't be found elsewhere. For example, my research grants allowed me to provide BFA and MFA students with a collaborative cross-disciplinary research project experience with real-world projects. In addition, the engagement with Forbes with external funding brought one of my New Media Design courses students to create a vision for the future of Forbes. I always want to push the students' limits to reach their potential and expand their possibilities within classrooms and beyond. The following list of selected mentoring and advising summarized my contributions.

A. Mentoring and Advising – Research Projects

Johnson and Johnson WiSTEM²D Scholars Award Research Project Proposal, 2020

Research assistant: Senjal Pandharpatte, Visual Communication Design, MFA

Department of Homeland Security (DHS) Grant – It's Time: #ExOut Extremism, 2018–2020

The research project team of students:

- Luka Schulz, New Media Design, BFA

- Sara Danseglio, New Media Design, BFA
- Stephanie Liu, New Media Design, BFA [RIT article]
- Vanasa Liu, New Media Design, BFA
- Will McCloskey, New Media Design, BFA
- Senjal Pandharpatte, Visual Communication Design, MFA
- Haena Lee, Visual Communication Design, MFA

RIT Provost's Learning Innovation Grants (PLIG) – The Design Guide, 2017–2018

The research project team of students:

- Aditi Khazanchi, New Media Design, BFA
- Namhee Kim, Visual Communication Design, MFA
- Logan Bicknell, Visual Communication Design, MFA
- Caitlyn Childress, Visual Communication Design, MFA
- Moses Araujo, Visual Communication Design, MFA

B. Mentoring and Advising – Nae's Recognitions

- Excellence in Student Life Mentor, RIT, 2019
- Mentor of the Community Impact Award, RIT, 2019
- Finalist, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching, RIT, 2018

C. Mentoring and Advising – Thesis Committee

- Xukang Zhang, "Interactive Tool to Help Decidophobia People Make Decisions with Confidence," MFA, RIT, Exp. 2021
- Ru Li, "SafeSkin: A Blockchain System of Products' Lifespan Development to Help User Find Safer Product," MFA, RIT, Expected 2021
- Keni Wu, "Interactive Data Visualization of Fake News Spreading," MFA, RIT, 2020 [Thesis]
- Khushboo Agarwal, "Proving Better Patient Care Experiences, Creating an Interactive Design System for Discharging and Patient Care After Hospitalization," MFA, RIT, 2019
- Xiao Cui, "Your Garden: A Lifestyle Application Providing Access to Freshest Food for Metropolitan Areas Through Vertical Farming," MFA, RIT, 2019
- Karen Liu, "The Vision of Autonomous Driving in 2030," Industrial Design, BFA, RIT, 2018
- Kyunghee Lee, "A Study on a Web Platform Graphic User Interface for Effective Interaction with Users–Focus on Food Truck Locating Information," MFA, RIT, 2009

STUDENTS' AWARDS AND RECOGNITIONS

International and National students' awards and recognitions from Nae's BFA courses and MFA Thesis:

- NMD Digital Survey II (DS II, Freshman class, multidisciplinary)
- NMD Elements II (E II, Sophomore class, multidisciplinary)
- NMD Elements III (E III, Junior class)
- Visual Communication Design, MFA Thesis

List of students with recognitions:

- Keni Wu, Finalist, Interactive/Experiential category, Mode fest international competition, 2021 (VCD, MFA) [Thesis]
- Kaitlin Plane, Bronze medal, Poster, ICDE, 2020 (E II, Sophomore) [Project] [Awards]
- Haley King, Winner, UI/UX, Mode fest international competition, 2019 (E III, Junior) [Project] [RIT article]
- Luka Schulz, Runner Up, UI/UX, Mode fest international competition, 2019 (E III, Junior) [Project] [RIT article]

- Liam Madigan [Project], Rebecca Moran [Project], Vanasa Liu [Project], and Rohan Pawar [Project], Reimagining Forbes.com, Top four projects selected by Judges from Forbes, 2019 (E III, Junior)
- Rohan Pawar, Silver medal, ICDE, Infographic, 2019 (E II, Sophomore) [Project] [Awards]
- Amanda Ho, Winner, ImagineRIT Poster Contest, 2018 (E III, Junior) [Project] [RIT article]
- Luka Schulz, 2nd place, ImagineRIT Poster Contest, 2018 (E III, Junior) [Project]
- Aditi Khazanchi, cited in the Journal "Human trafficking: The United States' invisible slave trade," 2017 (DS II, Freshman) [Project] [Journal article]
- Luka Schulz, Winner, PRINT Magazine Regional Design Awards, 2017 (E II, Sophomore) [Project] [Awards] [About the awards]
- Madison Yocum, Semi-finalist, Adobe Student Achievement Awards, 2017 (DS II, Freshman) [Project]
- Cathryne Szczepanik, Semi-finalist, Adobe Student Achievement Awards, 2016 (DS II, Freshman) [Project]