

# Joon H. Phang

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## EDUCATION

- 05.2007- **New York University, Interactive Telecommunication Program (ITP)**, New York, NYC, United States  
09.2005 Master of Professional Studies (MPS)
- Coursework: Producing Participatory Media, Project Development Seminar-Cellphone Java, Pixel by Pixel, Agile · Dynamic Web Development, Hacking Everyday Objects, Video Sensing, Live Image Processing, The Nature of Code
  - Thesis: "Collaborative Generation of Content Using Mobile Device within a Hybrid Private/Public Space"  
Created a business plan and technical architecture to produce an innovative marketing platform that engages the public in an interactive relationship with a corporate sponsor.
- 02.2003- **The Korean National University of Arts**, Seoul, South Korea  
03.1997 Bachelor of Fine Arts (BFA)
- Multimedia Directing (Personal Project Studio | Interactive Installation | Mixed Media/Physical Computing), Space & Holography. (engineering of 3D Holography)
  - Exhibition: *126 Gallery*, Seoul, 04.2002 / *Gallery La Mer*, Seoul, 11.2002 / *Tsinghua University*, China, 03.2003
  - Activities included: Military training with R. of Korean Army - Public Affairs & Intelligence Education, 09.2001-07.1999

## PROFESSIONAL EXPERIENCE

- 02.2008- **Cellion Creative**, New York, NYC  
08.2007 **Project Manager**, Interaction & System Strategy
- Researched usage patterns & overall interaction strategy of various social networks.
  - Designed wireframes, mock-ups, & persona driven research.
  - Co-wrote research papers & presented CellionCreative.net at various events.
- 01.2007- **Korean Broadcasting Advertising Corporation (KOBACO)**, New York, NYC  
09.2006 **Assistant Manager**, Curricular Practical Training
- Managed projects to develop Korea-related advertisements for foreign investors.
  - Helped establish a partnership between KOBACO and Petry Media, an American advertising firm: performed research and created presentation to introduce the two firms and highlight potential synergies.
  - Represented KOBACO at 2006 Television Bureau of Advertising (TVB) Forecast Conference.
- 07.2004- **Korean National University of Arts, Teaching Assistant in Multimedia Section**, Seoul, South Korea  
01.2003 **Instructor**, Practical Technique Faculty
- Instructed students in classes such as Digital Media Process, Space & Holography, Photography & Expression.
  - Media Section Program advisor to Chief Administrative Officer and Managing Director of the program.
  - Researched and managed media equipment acquisitions and management.
- 04.2003- **Korea Electric Power Research Institute**, Seoul  
01.2003 **Project Assistant**
- Developed confidential presentations for the Atomic Energy Development Department to make the case for adopting a particular method of administering the technological infrastructure and management of nuclear reactors in Korea.
- 07.2002- **Asia Amuse**, Seoul  
06.2002 **Summer Intern**, Mobile contents development company
- Assisted in creation of market-expansion business plan to partner with KDDI, a major Japanese content provider.
- 03.2002- **Korean National University of Arts**, Seoul  
12.2001 **Teaching Assistant**, Holography Open Studio
- Instructor of introduction and theory of holography art. (Performed research in 3D Full-Color Holography)
- 09.2001- **Republic of Korea Army, Korean Military Service**, Hong-Chun  
07.1999 **Sergeant**, Headquarters, Department of Public Affairs and Intelligence Education
- Led weekly indoctrination and training sessions for combat groups, promoted military public information, compiled confidential Military Intelligence records, developed strategic reviews for senior-level presentations. (First Class Military Security Clearance)

## SKILL SETS

- Process: User Centered Research, Information Architecture, Project Facilitation and Planning, Prototyping, and Digital Delivery Formats.  
Office: Visio, Microsoft Office, Keynote, Omni Graph Pro  
Development: HTML, XML, Javascript, RSS, PHP, MySQL, CSS, Cycling74 Max/MSP & Jitter (Interaction Media Platform), processing.org  
Understanding in C++, JAVA (J2ME-mobile, J2SE-web), Terminal, Xcode, (Unix), Ruby on Rail, and AJAX  
Multimedia: Adobe Studio, Video Editing (Final cut Studio, Sony Vegas, Video Toaster (VT)), 3D (Alias Max, Maya, Rhainer, CAD, Google SketchUp)

## LEADERSHIP & PERSONAL EXPERIENCE

**The Korean National University of Arts:** University Internet News [New York] Reporter, 09.2004-02.2005 / University Newspaper Reporter, 1998-1997 / Promotional Director, Student Association, 06.1999-09.1997 / **Habitat for Humanity:** Assisted in building houses for the underprivileged, 07.2002 / **Film Debut as actor & editor**, 20min Short Film ("*the melancholia's end of a century*", 1997), ("*I can hear the ocean.*", 1999) / **Hyundai Senior High School:** Visual Art Club captain, 1995