

MYUNG JUN LEE

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Digital media practitioner.

1993 Born in Seoul, South Korea, raised in Seoul and Paris.
Currently based in Seoul.

EDUCATION

- 2017.09 - 2019.02 Royal College of Art, London, United Kingdom
- Master of Arts, Digital Direction
 - Dissertation: <The language of 360-degree Virtual Reality Filmmaking>
: Analysis on the visual language of 360-degree filmmaking in four aspects: spatiality, agency, narrative and presence.
 - Degree Show: <Ctrl + Z>
: A research project and an art installation that explores the relationship between 'selfie' filter apps and the norms of self-image and beauty.
- 2012.03 - 2017.08 Yonsei University, Seoul, Korea
- Bachelor of Science, Information & Interaction Design
 - Minor, Mass Communication
(GPA: 3.64 / 4.3)

WORK EXPERIENCE

- 2022.07 - current GENTLE MONSTER, South Korea - Global Branding Manager
- Managing public relations and social media marketing projects for the Middle Eastern market.
 - Facilitated the installation process of in-store kinetic artworks in Dubai Flagship Store.
 - Designed and developed brand profile website: <https://gentlemonstergp.editorx.io/brandprofile>
- 2019.04 - 2022.06 Wisenut Inc., South Korea - Junior Product Manager / UX Designer
- Managed product lifecycle from product planning, market research, user experience research to overseeing product development and quality assurance.
 - Led user interface design for Search Engine Administrative Tool, providing an interface for visualizing the back-end system of a search engine.
 - Led user interface design for AI Chatbot Knowledge Tool that enables user to establish knowledge database for chatbot back-end system.
 - Led user research for AI Chatbot product by conducting analysis based on multiple user behavior interviews.
 - Established Wisenut Design System in order to provide design guidelines for web-based products.

EXHIBITIONS

2021.07	CICA Experimental Film and Video 2021, CICA Museum, Korea
2019.02	Digital Direction Exhibition, Hockney Gallery, London, UK
2018.12	Artist Talk, Korean Culture Centre UK
2018.11	Hey Siri, What Am I Doing?, Safehouse 2, Korean Women's Organization, London, UK
2018.05	David Parr House Museum Opening, Cambridge, UK
2017.12	XPLD, Block9 Warehouse, London, UK
2016.11	GYRO, Yonsei University, Seoul, Korea

AWARDS

2021.11	Final Nominee, Spin Art Competition, Centre for Quantum Nano Science Korea <ul style="list-style-type: none">▪ <(Dis)continuous>, single-channel video installation
2017.05	1 st Prize, Frankomedia Video Concours Korea, French Culture Centre <ul style="list-style-type: none">▪ Director of video campaign for promoting French culture in Korea.
2015.06	Best Presentation Award, Design Factory Korea <ul style="list-style-type: none">▪ Service design presentation organized by Design Factory Korea and Yonsei University

SKILLS & TOOLS

Design	Adobe Photoshop(Advanced), Illustrator(Advanced)
Filmmaking	Adobe Premiere(Advanced), Final Cut Pro(Advanced)
Motion Graphics	Adobe After Effects(Intermediate)
UX / UI	Adobe XD(Advanced), Figma(Intermediate)
Computer Programming	C++(intermediate), Python(beginner), HTML(Intermediate), CSS(Intermediate)
Physical Computing	Arduino(intermediate), Openframeworks(intermediate)