

E . K . C H U N G

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.experience

Phatbits | 2004 - Present | Co-founder, Chief Creative Officer

Defined Phatbits' product creative vision with other founders, goals and strategy. Create and implement UI design solutions and visual aesthetic that align with our vision.

Microsoft Corporation | 2003 - 2004 | UX Program Manager, NetGen Team (MSN Design Research)

Led and oversaw user-experience and interaction design for future MSN initiatives. Primary responsibilities:

- Drove user experience and interaction design, focusing on customer-driven excellence and consistency
- Created detailed specifications that defined project goals, scenarios, user interface, and functionality; held spec reviews to get group consensus and facilitate resolution of problems
- Prototyped future releases + features, planned and facilitated participatory design sessions

Microsoft Corporation | 2001-2002 | Product Designer, NetGen Team

Designed the UI and interaction model for a software application targeted towards the Net Generation called 'Threedegrees'. Helped define scope and features, researched social group interaction and behaviors, prototyped user scenarios, and shaped (customer research-driven) online social experiences.

Art Center College of Design | 1998 - 2000 | Design Research, Media Design Graduate Program

Researched and developed NewsDiver, a software application prototype that allows users to visually participate and interact in Newsgroups. Designed solutions to visualize text-based communities, threads of conversations, search and filtering of content, and archiving. Areas of study: interaction design, information visualization, and user-centered design.

I-Media Co, Ltd. | 1997-1998 | Interface/Interaction Designer

Conceptualized and designed visual user interfaces + interaction for various web-based applications, websites, and CD-ROM projects. Built and organized information architecture, structural narrative/user-flow, and implemented final design in HTML.

Samsung Entertainment Group | 1996 | Marketer - Film Division

Developed and managed publicity, advertising, and promotion events of U.S. and international films distributed in South Korea. Conducted market research and analysis, and devised marketing and visual implementation strategies based on findings.

.education

[MFA] Media Design Program . 2000

Concentration in User Interface Design and Information Visualization.
Art Center College of Design . Pasadena, CA

[BFA w/ Honors] Visual Communication Design . 1996

Seoul National University . Seoul, Korea

.skills

Excellent project management, organization, and art direction ability. Strong customer-focused user-experience design skills, including interaction/interface concepting + design, user feedback, iterative prototyping, and information visualization. Works well collaboratively as well as independently.

HTML, XML, CSS, ActionScript. Proficient with web + interactive design production tools.

.recognition

Co-inventor of 5 Patents

- Virtual Calling Card System and Method | 2002
- Mobile Shared Group Interaction | 2004
- Bubble Messaging | 2004
- Shared Online Experience Encapsulation System and Method | 2004
- Attachment Browser | 2005

'Threedegrees' White Paper, Ubiquitous Computing Conference Workshop | 2003

Ethnography and Interaction Study w/ Brenda Laurel | 2000

Presented at AIGA Advance Conference 2000 by Brenda and profiled in "Design Research" (MIT Press, 2003)