

JOON PARK

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PROFESSIONAL SUMMARY

Industrial designer, researcher, and educator specializing in product innovation, customer experience design, and life-centered design. Currently an Assistant Professor of Industrial Design at James Madison University, with a research agenda focused on integrative design methodologies that bridge user desires, technological innovation, and contextual experience. Brings professional experience from the consumer electronics industry into academic research and studio-based teaching. Experienced in leading and collaborating on interdisciplinary design projects, translating strategic insights into tangible product and experience outcomes. Actively engaged in advancing design scholarship through research, pedagogy, and industry-informed practice.

EDUCATION

University of Illinois Urbana-Champaign, Champaign, IL

Master of Fine Arts in Industrial Design, 2023

Arizona State University, Tempe, AZ

Bachelor of Science in Industrial Design, 2002

PROFESSIONAL EXPERIENCE

James Madison University, Harrisonburg, Virginia, United States

Assistant Professor, Industrial Design, August 2024 - Present

Teach and conduct research in the areas of Industrial Design, product innovation, customer experience design, and life-centered design.

LG Electronics CX Center (Customer eXperience Center), Seoul, Korea

Professional, Research & Concept Creation, July 2023 – August 2024

Led research and development of innovative concepts to enhance overall customer experience through forward-thinking strategies and design solutions.

Key Achievements:

- Developed LG α-ble (Alpha-able), an in-vehicle experience concept envisioning mobility as a platform for expanded customer experience; unveiled at CES 2025.
- Conducted AI-driven appliance concept and experience exploration projects, investigating future appliance ecosystems enabled by AI innovation.

Academic Sabbatical / Career break, September 2020 – May 2023

University of Illinois, Urbana Champaign / Completed Master of Fine Arts in Industrial Design.

LG Electronics Life Innovation Design Center, Seoul, Korea

Professional, Design Management, June 2019 – August 2020

Developed corporate design strategies and assisted the head of the design center in managing multiple design laboratories, identifying new business and design opportunities.

LG Electronics Mobile Communication Design Lab., Seoul, Korea

Professional, Industrial Design, January 2018 – May 2019

Led advanced & conceptual design projects. Developing design roadmap of upcoming mobile devices and innovation based upon user research and corporate strategy. Creating and executing the realization of design concepts and vision.

Key Achievements:

- ♦ Established a long-term design roadmap and strategy.
- ♦ Successfully managed the new form factor design development. (The world's first Rollable Smartphone)

LG Electronics Design America, Edgewater, New Jersey, United States

Industrial Design Director / Head of Studio, January 2014 – December 2017

Efficiently led and administered creative design projects. Assess market position and trends, devise design strategy, and present to senior management. Provide leadership in defining, designing, and developing revolutionary products that live within the mobile ecosystem and home environment. Successfully managed and led design projects from concept through completion. Effectively build, motivate, and lead the design team.

Key Achievements:

- ♦ Designed all air solution products for the U.S. Market.
- ♦ Successfully completed OLED TV project which is one of the core businesses of the Home Entertainment division at LG Electronics.
- ♦ Designed and developed Kenmore refrigerators (OEM partner).
- ♦ Provided creative vision and solutions for new advanced concepts such as washer & dryer, future Smartphones, Audio products, etc., and many insights influenced new products.

LG Electronics Mobile Communication Design Lab., Seoul, Korea

Industrial Design Manager / Smartphone, October 2010 – December 2013

Defined the market & business and designed innovative products. Successfully created design strategy and managed multiple design teams to come up with winning design concepts.

Key Achievements:

- ♦ Successfully completed LG G Series (Flagship Smartphone - G, G2, G3) in a multidisciplinary collaboration with LG sister companies. G3 had won multiple design recognitions and sold more than 10 million units globally.
- ♦ Established Smartphone design identity direction & governance to provide consistency in brand, aesthetics, usability, and user experiences.

LG Electronics Corporate Design Center, Seoul, Korea

Global Design Strategist, January 2010 – September 2010

Created design strategy and direction under the Head of the Corporate Design Center at LG Electronics. Established design strategy throughout all product portfolios.

LG Electronics Mobile Communication Design Lab., Seoul, Korea

Sr. Industrial Designer, November 2004 – December 2009

Developed and created various mobile phone design concepts for North American, Europe, and Korean markets.

Xyron Inc. / Esselte Corporation, Scottsdale, Arizona

Industrial Designer, June 2002 – September 2004

Designed high-impact, user-centered products with strong emotional appeal. Involved in various creative business solutions for both internal and external audiences.

TEACHING EXPERIENCE

James Madison University, Harrisonburg, Virginia

Assistant Professor & Instructor, Fall 2024 – Present

- ♦ **INDU 200 Introduction to Industrial Design**, Fall 2025
A sophomore-level studio course introducing the fundamentals of industrial design. Students explore the design process through hands-on projects focused on problem definition, user-centered research, ideation, basic sketching, and prototyping, developing foundational design thinking and making skills.
- ♦ **INDU 390 Independent Studies**, Spring 2025
A collaborative project conducted in partnership with OXO, providing students with real industry experience and professional feedback. Students applied OXO's design language to develop product concepts, bridging academic learning with practical design application.
- ♦ **INDU 202 Industrial Design Studio**, Spring 2025
A sophomore-level studio that emphasizes the foundational skills of industrial design. Students engage in design research, ideation, sketching, and prototyping exercises to develop creative problem-solving abilities and a solid understanding of the design process.
- ♦ **INDU 220 CAD I: 3D Modeling**, Spring 2025
This course introduces fundamental and advanced 3D modeling techniques using Rhinoceros 3D and KeyShot. Students learn to construct, edit, and render complex product forms while exploring digital visualization methods for design presentation and communication.

- ♦ **INDU 404 Industrial Design Advanced Studio, Product Innovation**, Fall 2024
This course focuses on product innovation, where students learn to apply new design methodologies such as the Jobs-to-be-Done framework and customer lifestyle trend research. Through hands-on projects, students develop critical skills in identifying user pain points and creating innovative solutions that align with emerging market trends.
- ♦ **INDU 380 Materials and Processes**, Fall 2024 / Fall 2025
This course covers essential industrial design techniques with a focus on making. Students gain hands-on experience working with various materials and learn key manufacturing processes that are fundamental to the practice of Industrial Design.

University of Illinois Urbana-Champaign, Champaign, Illinois

Instructor & Graduate Teaching Assistant, Fall 2021 – Spring 2023

- ♦ **ARTD 202 Workshop: Industrial Design II / Instructor**, Spring 2022, 2023
Instructed essential industrial design techniques and methods such as ideation, form development, aesthetics, usability, and prototyping.
- ♦ **BADM 366: Product Design and Development / Teaching Assistant**, Spring 2023
The course is a part of the Gies College of Business curriculum and aims to engage cross-disciplinary teams in product development projects, spanning from concept generation to design, manufacturing, and project management. As a teaching assistant, I assisted and guided six transdisciplinary teams in generating innovative concepts.
- ♦ **ARTD 201 Workshop: Industrial Design I / Instructor**, Fall 2021, 2022
Instructed essential industrial design techniques and methods such as ideation, form development, aesthetics, usability, and prototyping.
- ♦ **ARTD 225: Design Drawing / Instructor**, Fall 2022
Instructed the basics of design communication methods through drawing, focusing on orthographic, perspective, and freehand drawing theory and application.
- ♦ **ARTD 326: Sustainability & Manufacturing / Teaching Assistant**, Spring 2021
Assisted in teaching the theory and practice of sustainable product design, such as material process, design for disassembly, and design for recycling.
- ♦ **ARTD 328: Human-Centered Product Design / Teaching Assistant**, Fall 2021
Assisted in teaching human-centered design principles, research methods, and techniques for product design applications, product systems, and environments to enhance the user experience.

ACADEMIC SERVICE

Technology Task Force (Co-chair), Fall 2025 – Present

School of Art, Design, and Art History (SADAH), James Madison University

Leading discussions and planning for technology integration across the School of Art, Design, and Art History, focusing on enhancing digital tools, fabrication resources, and design education infrastructure.

Faculty Award Committee, Fall 2025

College of Visual and Performing Arts (CVPA), James Madison University

Participated in the evaluation and selection process for faculty awards recognizing excellence in teaching, research, and service.

Inclusive Excellence Committee, Fall 2024 - Spring 2025

School of Art, Design, and Art History (SADAH), James Madison University

Contributed to initiatives promoting diversity, equity, and inclusion within SADAH. Collaborated with faculty members to develop activities and statements supporting an inclusive academic culture.

Graduate Student Advisory Committee, Fall 2021 - Spring 2022 / Fall 2022 – Spring 2023

School of Art & Design, University of Illinois Urbana Champaign

Appointed as a representative from the Industrial Design program.

Discussions with the Art + Design administration about issues pertaining to graduate students' interests and concerns.

RESEARCH, PUBLICATIONS, AND SCHOLARLY INVITED LECTURES

Peer-Reviewed Paper

- ♦ Park, J. E., & Park, H. R. (2026). *A Study on the Influence of Design Thinking on Generative AI Outcomes: A Comparative Study of Design Majors and Non-Majors*. Journal of Service Research and Studies, 16(1), in press.
- ♦ Park, Joon (2025). *Cohesive Design: A Desire-driven Framework for Transformative Innovation*. Interdisciplinary Practice in Industrial Design, AHFE 2025 International Conference Proceedings, AHFE International, USA.
<http://doi.org/10.54941/ahfe1006433>
- ♦ Cui, Yuhe; Guo, Zezhi; Wang, Yuxin; Peng, Xiangzhou; Aguiar, Carlos; Park, Joon. *A Multi-sensation Interaction Device that Communicates Emotions*. The 18th International Conference on Intelligent Environments (IE2022)

Conference Presentation

- ♦ **“Cohesive Design: A Desire-Driven Approach to Holistic Innovation.”** July 2025 AHFE 2025 International Conference on Applied Human Factors and Ergonomics and Affiliated Conferences, Orlando, Florida, USA

- ♦ **“Life-centered Design”** October 2023
2023 China-Korea Intelligent Design and Smart Home Appliance Innovation Design Forum, Wuxi, Jiangsu, China

Scholarly Invited Lecture

- ♦ **“Design Process through the Jobs-to-be-Done Framework”** June 2025
The College of Design, Konkuk University Glocal Campus, Chungju-si, South Korea
Presented as part of a special lecture series featuring faculty from Carleton University, Arizona State University, Purdue University, and James Madison University.
- ♦ **“The Role of Design and Design Thinking.”** June 2025
Seoul Design High School, Seoul, South Korea
Guest lecture for students on design and design thinking; received a Certificate of Appreciation from the Korean Ministry of Education.
- ♦ **“Meeting the World, Communicating through Design”** June 2025
International Design Workshop, Konkuk University, Seoul, South Korea
Lecture on the Multi-Generation Design Plan for students from Korea, China, and Thailand during a cross-cultural academic exchange program.
- ♦ **“Customer Experience and Cohesive Design”** November 2023
The College of Design, Konkuk University Glocal Campus, Chungju-si, South Korea
Invited lecture delivered to Industrial Design students on customer experience and cohesive design principles.
- ♦ **“The New Product Introduction (NPI) and Design Process”** March 2021
Gies College of Business, University of Illinois, Urbana-Champaign, Urbana, USA
Guest lecture on the design process for new product introduction, focusing on practical approaches used in industry.

ACADEMIC & INDUSTRY COLLABORATIONS

OXO Collaboration Project: Ordinary to XtraOrdinary, 2025

A collaborative industry–academia project with OXO conducted at James Madison University. Students designed a computer mouse by applying OXO’s design language and brand philosophy, integrating usability and emotional design principles. The project provided students with real-world design experience, direct industry feedback, and insights into professional product development processes.

Design Advisor – Konkuk University & POSCO Collaboration, 2025

Participated in an academic–industry collaboration between Konkuk University and POSCO STEELEON Co., Ltd. Reviewed and provided expert feedback on design proposals from 39 student teams focused on CMF-based steel sheet applications for global home appliance markets, with a particular emphasis on the Indian consumer segment.

Bluetooth Speaker Design Project, 2016

Portable Bluetooth speaker design projects with the industrial design program at the university.

Participated Universities

- ♦ Purdue University
- ♦ North Carolina State University

Design for the Hispanic Market, 2015

Innovation Space at Arizona State University.

The project's main objective was to discover user needs, design insights, and new concepts for the growing Hispanic market in the United States.

LG Open Innovation, 2014

Open innovation projects in collaboration with universities in the United States. The topic focused on home appliances (Laundry & kitchen appliances) and home entertainment (TV & Audio) sectors. Discovering insights and developing design concepts by the young generation was the primary objective of this task. A total of 100+ ideas/concepts were generated.

Participated Universities

- ♦ Art Center College of Design
- ♦ Rhode Island School of Design
- ♦ University of Illinois Urbana-Champaign
- ♦ Georgia Institute of Technology
- ♦ Ohio State University

HONORS/AWARDS

- ♦ **Grand Jury Panel – A' Design Award, 2024 - Present**
Served on the international jury for the A' Design Award, reviewing and evaluating professional-level design submissions from a global pool of entries.
- ♦ **IDSA (Industrial Design Society of America) Graduate Student Merit Award, 2023**
The 2023 GSMA Winner / Midwest District
The competition highlights the very best creativity, problem-solving, and design brilliance in each of IDSA's five North American Districts.
- ♦ **Teaching Excellence Award by a Graduate Student, 2023**
University of Illinois, Urbana Champaign / School of Art & Design
This award is given to a graduate student who exhibits teaching effectiveness, impact on students, subject mastery and scholarship, and contributions to the teaching mission of the program. The recipient of this award is selected by the Graduate Faculty Committee.
- ♦ **Teachers Ranked as Excellent by Students, 4 semesters (Fall 2021-Spring 2023)**
UIUC Center for Innovation in Teaching & Learning
The Instructor & Course Evaluation System (ICES) is the official end-of-course student ratings system used to evaluate instructor and course effectiveness for both faculty and teaching assistants.

- ♦ **James Avery Fellowship, 2020–2022 (two consecutive years)**
University of Illinois Graduate College
Graduate Fellowships are competitive awards granted by the University of Illinois Graduate College to candidates who have demonstrated especially strong academic achievement and have outstanding future potential.
- ♦ **Art & Design Graduate Event Travel Award, Nov. 2021**
The School of Art & Design, University of Illinois, Urbana-Champaign
This is the fund available for graduate students can apply for to support research and conference travel.
- ♦ **LG Electronics Design Expert & Tutor (Design Strategy), 2020**
LG Electronics Mobile Communication Company
It is a role appointed by the corporate HQ to someone with expertise in their specialized field. The primary responsibility is to impart and guide expertise in design strategy to the CEO and corporate executives.
- ♦ **Red Dot Design Award, Winner, 2018**
Speaker Series PK7, PK5, PK3 / Red Dot GmbH & Co. KG
The Red Dot Design Award is a prestigious international design competition and accolade. The award is highly regarded in the design world and is given in various design categories.
- ♦ **iF Design Award, Winner, 2018**
Speaker Series PK7, PK5, PK3 / iF International Forum Design
It recognizes outstanding achievements and serves as a symbol of excellence and innovation in design. Winning an iF Design Award is highly esteemed in the design industry.
- ♦ **The Good Design Award, Winner, 2004**
Magic Sticker Maker / The Chicago Athenaeum Museum of Architecture and Design
The Good Design Award by The Chicago Athenaeum is an international design award recognizing and celebrating excellence in design and innovation across various industries and design disciplines.
- ♦ **The 35th Korea International Design Award, Special Selection, 2000**
New Portable Device Design Proposal for Digital Nomad / Korea Institute of Design Promotion
It is a prestigious design accolade presented by the Ministry of Trade, Industry and Energy in collaboration with the Korea Institute of Design Promotion and the Korean Federation of Design Associations. This esteemed award, open to all design disciplines, stands as the foremost recognition of design excellence in Korea.

PATENTS

- ♦ U.S. Design Patent US D883,457 S, “Air Conditioner”, May 05, 2020
- ♦ U.S. Design Patent US D859,619 S, “Air Conditioner”, Sept. 10, 2019

- ♦ Korea Patent 10-2019-0119334, “Portable Air Conditioner with a Repositionable Display Module”, Oct. 22, 2019
- ♦ Korea Patent 10-2019-0111659, “Liftable Air Outlet Module Air Conditioner”, Oct. 02, 2019
- ♦ U.S. Patent US 2008/0282859, “Automatic Pattern Making Device”, Nov. 20, 2008
- ♦ U.S. Design Patent US D578,102 S, “Cellular Phone”, Oct. 07, 2008
- ♦ U.S. Patent Publication 2008/0134853, “Automatic Pattern Making Device”, published Jun. 12, 2008.
- ♦ U.S. Design Patent US D568,852 S, “Mobile Phone”, May 13, 2008
- ♦ U.S. Patent US Publication 2007/0227332, “Automatic Pattern Making Apparatus”, Oct. 04, 2007
- ♦ U.S. Patent 7,258,152 B2, “Master Processing Apparatus”, Aug. 21, 2007
- ♦ Korea Design Patent 30-0482840, “PTT Cellular Phone Design”, Jul. 26, 2007
- ♦ Korea Design Patent 30-0444059, “Clamshell Form Factor Cellular Phone Design”, Mar. 09, 2006

PROFESSIONAL MEMBERSHIPS / ORGANIZATIONS

Industrial Designers Society of America, 2023 - Present