

JOO YOUNG LIM

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EDUCATION

Rhode Island School of Design

BFA, Industrial Design, 2010

ADDITIONAL EDUCATION

Massachusetts Institute of Technology

Class in Product Design, 2010

Brown University

Class in Financial Accounting, 2009

Yonsei University

Classes in Marketing and Economics, 2008

SKILLS AND ABILITIES

Computer Skills

Fluent in both Mac and PC platforms.
Proficient in Photoshop, Illustrator,
InDesign, Dreamweaver, CSS, HTML,
SolidWorks, Rhinoceros, Graphite, Micro-
soft Office Word, Excel, and PowerPoint.

Design Skills

Skilled in strategically approaching design through conducting market research, spotting an opportunity, developing concepts, translating concepts into hand sketches/CAD/concept models as well as testing the concepts in making design decisions.

WORK EXPERIENCE

Vim & Vigor Design Inc., New York, NY

Industrial Designer, Fall 2010 - Present

Participate in the creative process of designing products that meets the needs of users while bringing clients their desired results.

L'Oreal Specialty Brands Division / Kiehl's Since 1851, New York, NY

Store Design Intern, Winter 2010

Developed merchandising elements that would strengthen Kiehl's brand identity and create a unique shopping experience for customers.

Martha Stewart Living Omnimedia, New York, NY

Macy's Product Design Intern, Summer 2009

Participated in developing a line of home decor products to be sold exclusively at Macy's. Produced concepts and prepared orthographic sketches.

Winart Design, Seoul, Korea

Design Intern, Summer 2008

Assisted with product design development in a professional environment. Conducted research, produced sketches, and joined in on meetings.

STUDENT LEADERSHIP

IDConnect (IDSA RISD), Providence, RI

Vice President, 2008 - 2010

Organized events with community-oriented objectives within the RISD industrial design department and supported interdisciplinary relations. Facilitated communication between department and exterior organizations.

Office of Student Life, RISD, Providence, RI

Project Assistant, 2008 - 2010

Managed a weekly student newsletter that provides updated information on the campus website and calendar. Assisted officers by organizing and archiving student events, expenses, and facility rentals.

SolidWorks TA, RISD, Providence, RI

Teacher's Assistant, 2009

Aided students in learning and applying their skills in SolidWorks during class. Participated in design critiques and assisted professors in gathering resources needed for every class.