

## ABOUT

15+ years of experience in designing and developing various products for numerous companies in different sizes and individuals. I've also worked on some of the most successful designs with the celebrities and the professional athletes over the years. My mission is to never stop until all the expectations are met.

## WORK EXPERIENCE

### CINNADESIGN, Anaheim Hills, C

- Dates: Nov. 2001 - Current  
Position: Principal/Creative Director  
Brands: • Adidas • Gwen Stefani's Harajuku Lovers/MINI • Kryptonics Skatboard • AND1 Basketball • BodyGlove • POME product • Diff lifestyle footwear • Speed Rank football cleats • FEVO footwear/accessories • CTRL Wakeboard boots/bindings • Messenger541 Footwear/accessories • Celsius Snowboard boots • Old Guys Rule • Ark Collective Backpacks • ision lifestyle Footwear/accessories • Spyderlock roofing shoes • ERA footwear • VAPOR Studio • Myrtle footwear • Beloe footwear • Mantidz footwear • Vilebrequin • SoulSoles(energy boosting sandals) • "The Wrap" • Say Out • Push Creations • Focus Concepts • Lighthouse Beauty • Caliber Marketing • Various start up brands that can be shared later times.  
Specialties: • Product Design (soft and hard goods) • Footwear design • Branding • Logo Designs • Graphic Design • Packaging • Product Development • Line Building

### MOSA ENTERPRISES, Hermosa Beach, CA

- Company: Start-up eyewear/accessories Company  
Dates: May. 2009 – Dec. 2010  
Position: Director of Product Design  
Responsibilities: • Eyewear Design • Packaging Design • POP Design • Managed the designs/designers involved • Sourcing • Traveling to far east for sample revisions and confirmation of the samples • Tradeshow attendance

### Vans, Cerritos, CA

- Company: Action Sports/Performance product  
Dates: Nov. 2003 – Nov. 2008  
Position: Senior Product/footwear/snowboard boots Designer  
Responsibilities: • Designed and managed the 100% Vans winter footwear/Snowboard boot designs/design team from 2003 - 2007. • Designed 90% of the line from 2007-2008 and managed the design team and the process • Traveled to far east for sample revisions and confirmations • Worked with professional athletes on their signature Models(Danny Kass, Anderas Wiig, Hana Beaman, Jamie Lynn & etc.....) • Attended sales meetings to receive the feedback from the retail level • Working at tradeshows • Seasonal design inspiration trips

## WORK EXPERIENCE continued

### SOLE TECHNOLOGY (Etnies, Emerica, ES, 32), Lake Forest, CA

Company: Action Sports/Performance product

Dates: Aug. 2001 - Nov. 2003

Position: Product / Footwear Designer

Responsibilities:

- Managed the seasonal Emerica Footwear Designs
- Traveled to far east for sample revisions and confirmations
- Worked with sponsored-riders on their signature Models
- Attended sales meetings to receive the feedback from the market place
- Attended tradeshow
- Seasonal inspiration trips
- Helped out with Etnies and ES footwear and sandal designs
- 32 snowboard boot designs

### K-SWISS, Westlake Village, CA . July. 2000 - January, 2001

Company: Performance/Athletic Brand

Dates: July. 2000 - January, 2001

Position: Part time footwear designer

Responsibilities:

- Started out as a 3 month footwear intern but it was extended to another 3 month part time footwear designer.
- participated in seasonal footwear design projects.
- participated in finishline SMU footwear projects
- participated in Running/Lifestyle/other Athletic footwear category

## INTERSHIPS

### K-SWISS, May. 2000 – July. 2000

- Participated in seasonal footwear design projects
- Foot Action SMU projects

## EDUCATION

### ART CENTER COLLEGE OF DESIGN, PASADENA, CA. June 1997 – Aug. 2001

Major: Bachelor of Science, Product Design

Minor: Entertainment Design

### OCCIDENTAL COLLEGE, LOS ANGELES, CA. Aug. 1992 - May. 1996

Major: Bachelor of Science, Kinesiology

## SPECIAL SKILLS

Fluent in English and Korean

Computer Skills : • Adobe Illustrator • Photoshop, Streamline • Excel • Alias • Maya • After Effect