

# HyunHo Son

Phone : +82-10-2825-4590 E-Mail: [sonhh@bitween.co.kr](mailto:sonhh@bitween.co.kr)

Office Address : 5F SangSang Bldg., 358-18, Mapo-gu, Seokyo-dong, Seoul, Korea.

## Experience

### **BITWEEN — FOUNDER & ART DIRECTOR (2010 - PRESENT)**

Art Direction

- Samsung Digital Plaza flagship store identity design. version 1, 2
- Doosan Infracore editorial identity proposal.

iOS App Design & programming

- PictureShow, StopMotion Recorder, Plastica, LightBoxr & LIPRO (UX, UI design and programming)
- Cheil Communication welcome board installation

### **GRAF — CO-FOUNDER & ART DIRECTOR (2003 - 2010)**

Art Direction

- Samsung digital audio style guide version 1, 2 & Design applications based on the guide.
- Samsung customer service design application guideline.
- G20 in Seoul graphic identity proposal with cheil communications.
- Samsung CES & CeBit exhibition graphic identity guideline.
- Samsung microsite for CES & CeBit.
- Motion graphics for Samsung exhibition in CES, CeBit & IFA.
- Samsung PhotoKina exhibition design guideline.

Design & Programming

- Samsung Electronics welcome board Installation at samsung bldg. in Seocho.
- Samsung Electronics promotion board Installation at Moscow and Beijing.
- Samsung Electronics multi-projection installation at CES, Las Vegas.

### **DTRIBE — TEAM MANAGER AND CHIEF DESIGNER (2001-2003)**

Art Direction

- NeoWiz web site design.
- Samsung CES 2003 microsite design.

### **KT-HITEL — WEB DESIGNER (2000 - 2001)**

## Education

HongIk University (1992 - 2000)

Advertising Design Dept., Bachelor's degree.

## **Skills**

- Programming & Application development (iOS & Mac OS)
- Language : Objective-C, GLSL and HTML
- Software : PhotoShop, Illustrator, InDesign and iWorks

## **References**

- reddot design award 2006 (Samsung microsite for CeBIT 2006).
- IF design award 2006 (Samsung microsite for CeBIT 2006).
- IF design award 2006 (Samsung microsite for CES 2006).
- 'StopMotion Recorder' was featured App of the week 2010.
- 'StopMotion Recorder' was picked as iTunes Rewind 2010.