

# CHULJUN SUNG

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## Education

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### Royal College of Art Imperial College London

M.A. and M.Sc. Global Innovation Design  
London, United Kingdom . 2017 - 2019  
Exchange Program . Tsinghua University and  
Nanyang Technological University

### Rhode Island School of Design

B.F.A. Industrial Design  
Providence, RI, USA . 2009 - 2013  
Exchange Program . ENSCI - Les Ateliers

## Recognition

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### Various Media Coverage

UAP- first ever vertiport built for eVTOL covered  
by news outlets including WSJ, WEF, BBC, FT,  
Bloomberg, and more.  
Coventry, United Kingdom . April 2022

### Design Patent

UAP App- an interface between urbanites and  
UAM infrastructure, it was designed to be the  
'Uber' of UAM. A couple wireframes, buttons  
and icons have been registered.  
London, United Kingdom . April 2022

### Global Grad Show

Mi DATA- an app for giving the user agency  
over their personal data sharing was selected  
to participate.  
Dubai, UAE . November 2019

### UXPA China

URLink- an information coordinator aiding and  
curating online research that began in a  
Microsoft Hackathon. Won 3rd place.  
Taipei, Taiwan . September 2018

### Republic of Korea Army

Standard sergeant discharge. Translator for the  
6th CISM Military World Games.  
Hwacheon, South Korea . 2014 - 2016

## Skills

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Adobe XD	██
Figma	████████████████████████████████████
Illustrator	██
Photoshop	████████████████████████████████████
HCD	██
Empathy	██

## Experience

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### Lead Product Designer

Urban-Air Port Ltd.

January 2021 - Present

London, United Kingdom

- Worked with CTO to research the UAM industry and realize the opportunity of building the app. Evaluated various transport apps.
- Lead user-centered research conducting interviews, identifying behavioral variables, empathy mapping and investigating journey map. Analyzed data to transfer findings into user flow.
- Ideate, produce and present wireframes and new features/visual elements to C-suite members to meet business goals, while collaborating with software engineer for development.
- Conducted user testing and iterative prototyping, constantly evaluating information architecture and polishing deliverables.
- Responsible design system working in line with Head of Communications to make sure app is user friendly for first time interactions with the UAM industry.
- Work closely with Chief Retail and Hospitality Officers to understand business model of and design Urban-Air Choice (retail and F&B section of app) and how it interacts with physical outlet.
- Contribute to solving design challenges regarding functional, planning and future iteration of the physical infrastructure and architecture while thoroughly understanding new regulations.

### UX + Industrial Designer

Wecorp Industries

September 2019 - November 2020

London, United Kingdom

- Sole Designer within the Mechanical and Structural Design team. Created and communicated a design guide for engineers, market and management team. Assisted development of the defensive drone to be a good balance of function and form.
- Developed concepts, CADed, fabricated, tested and simplified various ergonomic and interactive components of the drone to meet user requirements. Closely collaborate with electronics engineers to fit PCB's and electronic components.
- Strategized branding for security service using drones to transfer into app by researching, leading a workshop and creating a visual and interactive design language.
- Responsible for identifying touch points and user flow to designing interactions and experience for main features. Designed the on-boarding and wireframes for the security service app.

### Editor

Time Out Seoul Magazine

June 2016 - July 2017

Seoul, South Korea

- Identified new content opportunities and strategizing special reports. Collaborated with editorial team to build, write and review trendy and informative stories.

### Design Intern

Continuum Innovation

February - July 2014

Seoul, South Korea

- Supported strategic design team guiding Samsung developers to prototype IoT/BigData/Telepresence products and services.
- Worked for Kolon golf to create new line of clubs and irons. Under the direction of senior designers, I contributed to market research and positioning to concept sketches to delivery of final product.