

# Gu Seulgi

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## Education

2010. 2            Bachelor's Degree  
Seoul Women's University Major in Visual Communication Design
2012. 2            Master Degree  
Seoul Women's University graduate school Major in Typography  
Graduation thesis — 「A study of the Development of Character Illustrated Book reflecting integrated quality of Hangeul」  
Received the 9th Excellent Dissertation Award, 2012. 2, Seoul Women's University Graduate School

## Work Experience

2021. 9 —        While working on Suprema Co.  
UXUI  
Product Designer  
• UXUI Architecture on Web, Access control Device  
• Maintenance B2B web platform
2017. 8 —        Smilegate Holdings, Manager  
2020. 9            UXUI  
Project Manager  
• The Smile Gate In-house intranet system named "Smilnet" Web, App service maintenance and operation management  
• SmileGate co. external Service Websites, Maintenance and Improvement management
2016. 2 —        JoyFun Corporate R & D Center, Senior Researcher  
2017. 8            UXUI  
Project Manager  
• 2016.2~            JoyCROWD : Crowdfunding for digital contents Web Platform  
                         - Planning and design  
                         Site URL- <https://joycrowd.kr/>  
• 2016. 2~            JoyEvaluation: Mobile Application - Planning  
• 2016. 2~            JoyFitness: Virtual reality based exercise program  
                         - System planning and screen design planning  
• 2016. 2~            MR JOY - JoyFitness : Program Operation Web Platform

## - Planning and Design

2013. 6 — ShingShingDesign Co, Founder  
2015. 6 : Graphic design, editorial design professional advertising design company  
Project-based one person company  
• Advertising design, poster design, art director, visual design, typographic design
2012. 3 — Seoul Women's University Art and Design Institute, Researcher  
2014. 2 • College of Fine Arts Gallery Management & Exhibition Graphic Design  
• Art college business, research, achievement management

## Awards

2007. 12 The 22nd Korea Illustration Competition, Korea Illustration Society  
2008. 10 The 16th Hangeul Font Design Competition won the prize, King Sejong Great Memorial  
Project, Korea Visual Information Design Association  
2010. 10 The 18th Korean font design competition, King Sejong the Great,  
Korea Visual Information Design Association  
2013. 1 Tokyo TDC Annual Awards 2013, annual book selection, TOKYO TDC  
2013. 12 2013 Korea International Poster Exhibition Competition Sejong Award (President of the  
Korea Institute of Design Promotion) Award, Korea Institute of Design Promotion

## Training Experience

2007. 11 SWELL(Seoul Women's University English Language License) Level Three-step  
completion, 2007. 11. 3, SEOUL WOMEN'S UNIVERSITY LANGUAGE EDUCATION CENTER  
2011. 8 xD\_20 workshop: the 20th international workshop for young designers <Participation in  
the development of a sense of sight to get better typography results>, 8. 28—8. 29, 2011. 29,  
Hongik University  
2015. 3 — 『UX / UI-based mobile content and mobile web-app design expert course』  
2015. 7 Education Certificate, 2015. 3. 2—7. 1, JICA

## Research Experience

- "Hangeul Style and Tabularity", Korean typography society 『letterseed 1177-1316』, 2012. 6  
"Basic Research Report on Seoul Type Visual Information System" Participating Researcher,  
Seoul Design Foundation, 2012. 9—2013. 2

## Lecture Experience

2014. 3—6 2014-1 <Hangeul and Design> Lecture, Eulji University

## Exhibition Experience

2008. 6 Hangeul Assi Regular Membership Exhibition, "re-write", 2008. 6. 2—6. 15,

- Seoul Women's University Arts Center 3rd floor passage
2008. 9 Hanul Regular Member Exhibition, "Hanultari 8.0" 2008. 9. 2—9. 7, mokgeumto gallery
2009. 3 Hangul Assi Regular Member Exhibition, "Hangul, Fill Space", 2009. 3. 16—3. 20, Seoul Women's University Art Center, 1st floor Barom Gallery
2009. 9 Participation in the 3rd Gwangju Design Biennale, "No Good" Participation  
- <Review: Special Invitation Exhibition Meet Young Korean Students and Young Students>, 2009. 9. 18—11. 4, Biennale Exhibition Hall
2009. 11 Graduation Exhibition of the 26th Seoul Women's University Visual Design Department  
- <Movement>, 2009. 11. 3- 11.8, siwooter gallery
2010. 11 Participated in the 4th Seoul Women's University Industrial Design Department,  
2010. 11. 22—11. 27, The typography cafe in front of Hongdae 'ㄱ'
2012. 12 2012 The fifth exhibition of Korean typography society, periodical member exhibition  
<typography test exhibition>, 2012. 12. 15—12. 21, Myungji Junior College Museum Hall
2013. 6 2013 The 6th exhibition of the Korean typography society, the experiment of typography,  
2013. 6. 29—7. 11, Doosung Inder Paper Gallery, Gallery Square
2013. 12 2013 The 7th exhibition of Korean typography, 2013. 12. 14—12. 22,  
Kookmin University Formative Gallery 1F Gallery
2014. 5 The 1st Umi Exhibition: two-person exhibition with the theme of Hangul,  
2014. 5. 23—5. 28, Seoul Women's University College of Art Barom Gallery, 1st floor,  
Modeling Art Center
2014. 6 Korean typography society exhibition 9, 2014. 6. 10—6. 14, Busan Pukyong National  
University Dae Yeon Campus Changbogo Hall 3F Jangbogo Hall + Dongwon Hall

## Activity Experience

2008. 3—2009. 2 Member of Seoul Women's University College of Art, Department of Visual  
Design Korean typography group
2008. 3—2009. 2 Member of the National University Student Union Hangul typography group
2009. 2—2009. 11 Chairperson, 26th Graduated Exhibition from Seoul National University of Arts  
College
2010. 3—2011. 2 Aboriginal assistant, Seoul Women's University, College of Art, Design  
Department
2011. 2—2012. 2 Associate Researcher, Seoul National University of Fine Arts, Seoul, Korea
2012. 3—2014. 2 Researcher, Seoul National University of Art College Art and Design Institute
2012. 2—2014. 3 Executive Director, Korean Special Committee for Korean Typography
2013. 6— 2015. 6 Founder, ShingShingDesign company
2008. 5 Hangul Mind Born in Book: Special Exhibition <Hangul Teacher>. Exhibition support,  
2008. 5. 3—6. 30, Paju Publishing City Asia Publishing Culture Information Center
2008. 10 562years, Hangul Day big party, Hangul clothes sharing field. Event support, 2008. 10. 9,  
Insa-dong Ssamjigil Square
2008. 10 Hangeul Week Proclamation First Year, 562 years Hangul Day Big Banquet Exhibition  
support, 2008. 10. 4—10. 9, Gyeongbokgung Palace Exhibition
2009. 9 The 3rd Gwangju Design Biennale, "No More Than" Main Exhibition - <Language: Korean  
Forest Division>. Participated as an exhibition designer, 2009. 9. 18—11. 4, Biennale  
Exhibition Hall

2011. 10 Asian Literature, "Asia Encounters with Characters" - <Letter Tree Division>.  
Participation in exhibition contents research, 2011. 10. 1—10. 9, Asian Publishing Culture  
Information Center 1st floor Gallery Orientation
2013. 8 <Study on Building a Visual Information System for Seoul Type: A Study on the  
Wayfinding System for Pedestrians> Capture and edit reports, 2013. 8. 5—12. 4, Seoul  
Design Foundation
2013. 9 A Study on Building a Visual Information System for Seoul Type: A Study on the  
Wayfinding System for Pedestrians, 2013. 9. 11—10. 10, Seoul Design Foundation
2013. 10 Developed and used storytelling around Sejong road, Hangeul hide and seek as a artist  
2013. 5 — 10. 9, Seoul Metropolitan Government
2013. 10 Hangeul Day Memorial Publicity Book, '10 + 9 Hangul Stories that Everyone Needs to  
Know', participation as illustrator and book designer, Ministry of Culture, Sports and  
Tourism

This proves to be true.

2021. July.

GuSeulgi



## Career description

1.

employment period	Company Name / Department	
2016. February ~ currently employed	JoyFun / Company affiliated research institute	Senior Researcher

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Responsibilities and performance

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<Key points>

\* Web Planning and Design

: As an IT venture start-up, development of services not limited to specific platforms and devices such as web, mobile, and vr

\* Application program

: Adobe Illustrator, Adobe Photoshop, Powerpoint, google sheet, html, css3, jquery ..

<Detail>

1. JoyCROWD Planning and Design

JoyCROWD is a crowdfunding web platform site for digital content. A total of four team members participated in the production, and I was responsible for platform planning, UI, UX planning and design. (2016. 2 - 2016. 10)

- Platform planning

- Platform UI, UX Planning and Design

- URL: <https://joycrowd.kr/>

2. JoyEvaluation Planning and Design

JoyEvaluation system is a system for increasing the reliability of projects registered with JoyCROWD (crowded funding web platform). It is planned as a mobile app as a system for user evaluation by project through SNS. (2016. 4 - 2016. 6)

- Application planning

3. JoyFitness System planning and design (2016.11~2017. 4)

: Virtual reality based exercise program - System planning and screen design planning

4. Planning and designing an EMS platform (2017.3~2017.6)

: JoyFitness System operation platform planning and design

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2.

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employment period	Company Name / Department	
2013. June ~ 2015. June	ShingShingDesign / Design	Founder, Project Designer

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Responsibilities and performance

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<Key points>

\* Founder, Project Designer

: Identity design, editorial design, advertising design company, project-based 1 popular business

\* Application program

: Adobe Illustrator, Adobe Photoshop, Adobe Indesign

<Detail>

1. J&C/Jang & Craft Brewery Identity Design Co., Ltd.

Join as a designer (2013. 6~2014. 2)

:New Beer Manufacturing Company

- Company CI Redeemer Participation

- Participation in company application development: business card, envelope, letterhead, fax cover, employee ID, etc.

- Identity manual design

- Application program: Adobe Illustrator, Adobe Photoshop, Adobe Indesign

2. Guarneri/Guarneri Identity Design

Join as a designer (2013. 6~2014. 2)

: New Craft Beer Products

- Participated in product naming, BI, bottle design development

- Participated in product color system development

3. Participated as an identity design designer in Yangju city ChangUcchin Art Mueseum (2013. 8~2014. 2)

: New City Museum of Art

- Participation in MI design of art museum

- Participated in development of sign system for art museum

- Art museum application development: business card, envelope, letterhead, fax cover, employee certificate, gallery number system,

Example of application of sign system

- Identity manual design

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3.

employment period	Company Name / Department	
2012.March ~ 2014.February	Seoul Women's University Art College Art and Design Institute	Researcher
Responsibilities and performance		

<Key points>

- Design and management of publicity materials for university events, participation in other suburban research

- Application program

: Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Hangeul 2010,  
Micro office 2010

<Detail>

1. Design related to Exhibition

2. Design of publicity materials for art college

Art college integrated task exhibition

Create promotional materials (posters, leaflets, invitations), report design

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