

CLARA J. CHOI

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School of Art and Design
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CURRICULUM VITAE

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"The way you look at the world determines how creative you can be"
-R. Keith Sawyer

EDUCATION

Doctor of Philosophy (PhD) in Design

University of Minnesota, Twin Cities, Minnesota, USA
College of Design
Earned April 2019

Master of Fine Arts (MFA) in Graphic Design

University of Florida, Gainesville, Florida, USA
College of Art and Art History
Earned May 2014

Master of Design (MDes) in Product Design

Domus Academy, Milano, Italy
Degree validated and awarded by
University of Wales, UK
Earned January 2009

Bachelor of Fine Arts (BFA) in Visual Communication

Duksung Women University, Seoul, Korea
College of Fine Art
Earned February 2000

**TEACHING
EXPERIENCE**

Assistant Professor

The University of Texas at Rio Grande Valley, Edinburg, Texas, USA
August 2021 to the present

Visiting Assistant Professor

The State University of New York-ESF, Syracuse, New York, USA
January 2019 to May 2021

Assistant Professor

South Dakota State University, Brookings, South Dakota, USA
August 2017 to December 2018

Graduate Instructor

University of Minnesota, Minnesota, USA
August 2014 to May 2017

PFF (Preparing Future Faculty)

University of Minnesota, Minnesota, USA
Completion of Preparing Future Faculty for Teaching in Higher Education

Graduate Instructor

University of Florida, Florida, USA
August 2013 to May 2014

Lecturer

Paichai University, Daejeon, Korea
August 2009 to June 2011

**COURSES
TAUGHT**

Typography

Graphic design studio course that is focused on typographic history, theory and practice.

Interaction Design (UI/UX/IxD)

Graphic design studio course that is based on user-centered design research and practice to learn the front-end web/mobile development and seek to guide students to a place where they can comfortably create dynamic user experiences.

Computer Graphics

Basic graphic design course learning digital imaging and layout using Adobe Illustrator, Photoshop, InDesign.

Senior Portfolio

Senior design studio course that is aimed refine/prepare students' portfolio and a resume package for the professional graphic design industry.

User Experience Design Research

Undergraduate course introduces design thinking, user experience workflows and design research methods that is focused on user-centered design.

Creative Thinking

A large format foundation course for all design disciplines students. An active learning based class that explores comprehensive arts and design as well as theories of creativity and mindsets. Students engage creative activities in and out of the class to enhance their creative thinking skills that they develop and fully use in their field.

Introduction to Design Thinking

Studio+lecture course learning in detailed analysis of and critical thinking for current design production across many design disciplines. Students develop understanding of the ways in which design solutions are reflective of socio/culture values through critical design thinking and hands-on discovery.

Design and Visual Presentation

An online course oriented toward beginners learning Adobe Photoshop, Illustrator and InDesign. Coursework consists of lectures, tutorials, readings, exercises, quizzes and discussions. This course introduces basic design practices and digital imaging used in Graphic Design field.

Visual Methods and Process

This course introduces design process, methodologies, and design theories. Learning design process to explore complex problems in art and design and practicing use of design principals and elements as well as their application.

Graphic Design

This course provides a basic knowledge of Graphic Design focused on both print and digital design.

Graphic Design History

Basic design course on the historical analysis of visual communication such as technological, cultural, and aesthetic influences to Graphic Design. Learning how historical events are communicated/perceived through graphic presentation/imagery.

**RESEARCH
PUBLICATIONS**

Choi, J., " How Creative Mindset Operates with Respect to Creative Performance: Pedagogical Factors that Ignite Creative Mindset in Design Education" Advanced in Communication of Design, AHFE 2019 International Conference, 2019, Springer.

Choi, J., " How Creative Mindset Is Involved in Positive Emotions and Attitude that Affects Creative Design Process" Advanced in Interdisciplinary Practice in Industrial Design, AHFE 2019 International Conference, 2019, Springer.

Choi, J., "Creative Mindsets in Design Education", 2019, University of Minnesota, USA (PhD Dissertation)

Choi, J., "Play and learn with nature", 2014, University of Florida, USA. (MFA Thesis)

Choi, J. "Personal kitchen "Exhibition": Show yourself through your kitchen" ,2009 University of Wales, UK. (MDes Thesis, collaborated with Veneta Cucine, Italy)

**RESEARCH
PRESENTATIONS**

"Pedagogical Factors that Ignite Creative Mindset in Design Education" International Conference on Applied Human Factors and Ergonomics, Washington DC. (July, 2019)

"Relationship between Creative Mindsets and Emotional Intelligence in Design Education" International Conference on Applied Human Factors and Ergonomics, Orlando, FL (July, 2018)

"Creative Mindsets in Higher Education" Hawaii international conference on education, Honolulu, HI (January, 2018)

**COMMITTEES
AND ADVISING
ACTIVITIES**

Committee of Graphic Design Curriculum

South Dakota State University, Brookings, South Dakota
School of Design
August 2017 to December 2018

Committee of Scholarship

South Dakota State University, Brookings, South Dakota
School of Design
August 2017 to December 2018

Advisor

AIIGA Student Group
South Dakota State University, Brookings, South Dakota
School of Design
August 2017 to December 2018

**PROFESSIONAL
EXPERIENCE**

Freelance Multimedia Designer

2017 to the present

UI/UX, Print/Digital Publication, Way-Finding Systems, Web Design, Television Graphic Production Advertisement, Company Branding/Collateral, Campaign-Based Social Media (Working for Public Broadcasting Council of Central New York)

Founder/Owner

Web business, Nature Friendly Life-Style Product for kids

October 2012 to the present

*Managing a Web Store, Logistics System+Dealing with Wholesalers
Designing a Web business System (Web-Shopping Mall, Company Identity+Marketing, Advertisement)*

Graphic Designer

College of Veterinary Medicine, University of Minnesota

October 2016 to June 2017

-Developing and creating advertisements, printing materials and brand design

Graduate Assistant

College of the Arts, University of Florida, Florida, USA

August 2011 to May 2013

*-Reconstructed the website for graphic design (<http://www.ufdesigners.com/main>)
-Lab monitoring, organizing and managing lab equipment, including department cameras, Macs, plotters, printers and a/v systems*

Collaboration with International companies

Project: Semi-Finished Product with SWAROVSKI

Domus Academy, Milan, Italy

October 2008

Project: Accessories for The Champagne with Veuve Clicquot

Domus Academy, Milan, Italy

February 2008

Project: Personal Kitchen System with Veneta Cucine

Domus Academy, Milan, Italy

December 2008

Internship as a Graphic Communication Designer

HOK, Houston, TX

May 2006 to August 2006

-Environmental graphic Design: Wayfinding, signage design

Graphic Designer

Amko, Houston, TX

March 2003 to August 2005

-Advertisement, Product Photograph

Graphic and Web Designer

Nworks Co., Ltd , Seoul, Korea

1999 to 2003

-Branding design, Web design, Web animations, various printing designs

GRANT

Scholarly Excellence Research Fund (2017)

SDSU Office of Academic Affairs, South Dakota State University

Research Grant (2016)

The Office of Scholarship and Financial Aid, University of Minnesota

ACTIVITIES

The Scientific Advisory Board Member

International Conference on Human Factors in Communication of Design
November 2018 to the present

Professional Member

The American Institute of Graphic Arts (AIGA)
2013 to the present

EXHIBITIONS

MFA Thesis Exhibition

Play and learn with nature

Exhibited nature kid's cafe system to promote children's interaction with nature and ways families can live in a nature-friendly environment.

SA+AH Art Graduate Invitational Exhibition

4Most Gallery, University of Florida, US (08-09/2012 & 2014)

Salone del Mobile Exhibition: "Organic Humidifier"

Milano, Italy (2008)

Exhibited hybrid moisture controller, provides greater control over humidity and dryness of wet things at the same time without electricity.

TECHNICAL SKILLS

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, XD, Dreamweaver, Flash, Acrobat
UI/UX: Sketch, Figma, Marvel, Zeplin, ProtoPie
Keynote
MS Office: Power Point, Word, Excel
HTML, CSS
SPSS
Rhino, 3D Studio Max
Proficiency in both PC and Mac operating systems

DESIGN SKILLS

Print Design
Web Design
User Experience Design
Brand Identity
Product Design
Photography
Bookmaking+Binding
Hand Drawing/Painting

OTHERS

Design Research (Qualitative+Quantitative)
Creativity
Collaboration
Time Management
Multi-tasks
Problem Solving