

Keebaik Sim

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Education

University of California, Berkeley, College of Environmental Design, Berkeley, CA

Ph.D. Candidate in Architecture: History, Theory, and Society, from Aug 2019 to Present

Dissertation Title (Tentative): *Hybrid Public Entertainment Spaces of Smart Cities: A Study of Government-Corporate Partnerships in South Korea*

Harvard University, Graduate School of Design, Cambridge, MA

Master in Design Studies (MDes), Art, Design and the Public Domain, May 2017

Thesis Title: *Program of Cultural Interventions as Korean Unification Process:*

Engagement of Cultural Differences Between Northern Refugee Students and South Korean Students in Southern Cities

Advisors: Krzysztof Wodiczko, Ethan Zuckerman, and Azra Aksamija

Thesis Website: <https://www.programofculturalinterventions.com/>

Pratt Institute, Brooklyn, NY

BID Industrial Design, with Honors, Jun 2012

AAS Graphic Design and Illustration, with Honors Oct 2007

Honors and Awards

- **The Doctoral Completion Fellowship 2023**
- **UC Berkeley the Center for Korean Studies Graduate Student Fellowship 2022 (\$4,000)**
- **Berkeley Fellowship for Graduate Study 2019-2021 (\$30,500 annually)**
- **Grant Award from the Seoul Metropolitan Government for:**
Public Design Enterprise to Solve My Neighborhood Problems 2018 (\$40,000)
- **Grand Prize Winner from the Gehl Institute 2018 for *We Count! Public Life Data Design Sprint***

- **3rd Place Winner from the MIT Media Lab 2016 for the Bill Mitchell Design Award**
- **Proposal Selected as One of the Final Ideas for the Support of Unification in the Korean Peninsula Sponsored by Chosun Ilbo 2016**
- **International Merit-Based Scholarship 2009 – 2012 (Six times)**
- **Certificate of Excellence of Outstanding Merit 2007**
- **Certificate of Excellence of Academic Achievement 2007**
- **The Pratt Circle Award 2007 and 2012**

Conference Presentations

Conference Name: City Walk 2023 in Kunming, China, 2023

Presentation Paper Title: *Smart Cities Unplugged: Unraveling the Objectives and Implications of Korean Smart Cities*

Conference Name: Urban Assemblage: The City as Architecture, Media, AI, and Big Data Architecture, Media, Politics, Society (AMPS), London, UK, 2021

Presentation Paper Title: *The Confined Cyberspace, Adjacent Space, and Circulating Space of an Aspiring Smart City: A Case Study of Media Poles and Their Environs in the Gangnam District, Seoul, Korea*

Graduate Student Instructor

Geography 10AC Worldings: Regions, Peoples, and States, Fall 2022

Architecture 170B Architectural History Survey 2: 1500 to the Present, Spring 2022

Architecture 270 A History of Modern Architecture, Fall 2021

Invited Presentations

Geography 10AC Worldings: Regions, Peoples, and States, U.C. Berkeley, 2022

The Story About All of Us: We Don't Know North Korea

Cavalab Seawall: Busan, Korea, 2018

The Story of All of US: Engagement of the cultural differences between North Korean defector students and South Korean students in Seoul

Lectures and Reviews

Trend Sensing Writer, LG Business Research, 2023 – present

Authored articles on smart cities covering diverse topics for LG Corporation's internal publication, exclusively distributed to executives and employees

Lecturer, Yonsei Digital Experience Center (YDEC) at Yonsei University, Seoul, Korea, 2020

Addressed effective ways of visualizing concepts using Adobe Creative Suites on two-day online lectures as part of YDEC's Content Writing Seminar for Digital Literacy

Reviewer, Soongsil University, Seoul, Korea, 2020

Invited as a guest critic at B.Arch. students' semi-final thesis review

Reviewer, Harvard University Graduate School of Design, Cambridge, MA, 2016 and 2017

Invited as a guest critic at Public Projection, a course that deals with projection as a tool for expression and communication in public space, led by Professor Krzysztof Wodiczko

Work Experience

Urban Platz, CEO and Creative Director, Seoul, Korea, Aug 2018 - Jan 2019

- Designed and executed creative workshops that aimed to trigger communication between community members
- Directed the company's future path for community engagement projects
- Led internal and external team meetings
- Provided project directions to art and film directors
- Curated and organized an exhibition

Chung-Ang University, Research Associate, Seoul, Korea, Jul - Aug 2018

- Collaborated with department leadership by looking at other Art and Technology programs to assist faculty in developing a vision and research field

Nkgo Daum School, Consultant and Instructor, Seoul, Korea, Jun - Jul 2016

- Assisted teachers with designing programs for bridging North and South Koreans

- Researched and created various cultural interventions to facilitate understanding between North Korean refugee students and South Korean students
- Taught English to North Korean defector students

Interrogative Lab, Harvard University, Researcher and Designer, Cambridge, MA, Oct 2015 - Jun 2016

- Project: Designing cultural prosthetics for Syrian Refugees in Germany
- Advisor: Krzysztof Wodiczko
- Objectives: Designed equipment that stimulated communication between refugees and locals with the eventual goal to build positive relationship
- Researched refugees' social and cultural difficulties in a new society
- Investigated various technologies and software that could benefit the project

Joseph La Piana Studio, Studio Manager, New York, NY, Aug 2012 - Jun 2013

- Collaborated with the artist, which resulted in innovative and timely project execution
- Developed, sketched, and created 3D CAD models to realize various project concepts
- Experimented with varied processes and methods to execute works, including painting, sculpture, and interior space
- Expertise in driving conceptual direction to production
- Managed artist's studio space
 - Organized artist's works in the studio
 - Managed website to ensure the accuracy of the information in the artist's website
 - Interviewed and trained prospective employees

Sonneman - A Way of Light, Design Intern, Larchmont, NY, Mar 2013

- Created prototype and 3D sketches based on the company's design patterns
- Collaborated with engineers and senior designers
- Hosted clients at Sonneman booth at International Contemporary Furniture Fair 2013
- Designed a catalog for the 2013 Fall Lighting Collection

513 Studio, Design Intern, New York, NY, Jan - Mar 2013

- Created 3D renderings of a stage and pop-ups; researched various props used on production sets of Nickelodeon and Bravo TV by using Photoshop and Sketchup
- Researched images, materials, and products for specific shows on Nickelodeon, ESPN

Pickett Furniture, Design Intern, Brooklyn, NY, Aug - Sep 2012

- Created video for competition featuring the furniture and the designer
- Revamped the company blog by incorporating different content

Readymade Projects, Design Intern, New York, NY, Dec 2011 - Feb 2012

- Participated in interior design competition for Missoni Store in Milan
- Designed a pattern for a lighting and outdoor furniture based on traditional African symbols

Exhibition

Seeing the Unseen: Signs as Immigrants' Identity, The City Talks Online Gallery, 2023

Seeing the Unseen uses algorithms conducting visual analysis to examine to what extent an area retains or loses its immigrant identity. This project analyzes the visual changes through time in signs in Chinatown, NYC. (<https://tct.slabs.today/>)

The Story of All of US “We Don’t Know North Korea”, Seoul, Korea, Dec 2018

Curated and organized the exhibition to lower communicative barriers existing among North Korean alternative school students and students attending nearby schools in Seoul

Fusion Arts Museum (<http://www.fusionartsmuseum.org/>), New York, NY, Feb 2007

Park, Dimension: H57cm x W22cm x D9, Wood pieces painted with acrylic

The concept of the artwork was ‘fusion’ which collapses the boundary between 2D and 3D

Skills

Graphic Program Package:

Solidworks, Rhino, Adobe Creative Suite, Photoview 360, Autodesk Sketchbook Pro

Design Analysis & Research:

Free Hand Sketching, Product Illustration, 3D Model Making, Concept Design, Wood Working

Leadership Role

KGSD, Korean Students at Harvard University Graduate School of Design, 2016-2017

Student Organization, Co-president

- Organized lectures, events, discussion forums, and interdisciplinary activities to connect the GSD community with the Korean community
- Established relationships with the larger academic community, including the 500-member Harvard Korea Society, alumni, and industry leaders

KANA(www.nykana.org) Korean Association of New York Artists, 2012

General Affairs Team, Founding Member

- Pioneered an organization to encourage Korean artists in NY
- Supervised the group's first arts festival, 'The Beginning'
- Proposed future cultural events for KANA
- Established a platform and foundation of the organization to help artists to promote their talents