

(Mr.) Gi-Jun Um

Personal Details

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Dept. of Design

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Current Professional Position

Associate Professor, Hanyang Cyber University, Seoul, Korea

(April 2015 to present)

Areas of Interest – UX Design, e-learning GUI Design, Interaction Design, Public Design, HCI

EDUCATION:

HangYang University

Seoul, Korea

Ph. D. in Design 2006

HangYang University

Seoul, Korea

Master in Design, 2001

HangYang University

Seoul, Korea

Bachelor in Applied Art Education, 1999

PH.D. DISSERTATION

A Study about the application of virtual space design using VRML to the web 3D community

EXPERIENCE:

2014 – present Associate Professor, HanYang Cyber University

2009 – 2013 Assistant Professor, HanYang Cyber University

2006 – 2009 Full-time Lecturer, HanYang Cyber University

Selected Research(2007~present)

A Study on Consumer Interaction of POP Ad Design. Journal of the Korean Society of Design Culture. Vol.13-No.4. p423~431

Preference Analysis Between Mobile GUI Entity and Design Factor. Journal of Korea Design Knowledge. Vol. 7. p117~125.

A Case Study in Experientiality of Public Media Art. Journal of Korea Design Knowledge. Vol. 7. p98~106.

A Study on the Application of Trompe-l'oeil Method to Digital Design. Journal of Digital Design. Vol.9. No.4. p155~164.

A Study on the Semiotic Analysis of Cartooning according to Changes in the Media (Focusing on a drama with cartoon materials). Journal of Korea Design Knowledge. Vol. 12. P119~130.

A Study on the Surrealistic Techniques of Automobile TV-CF – Analysis on domestic and foreign advertising -. Journal of Korea Design Knowledge. Vol. 12. P83~92

A Study on the Digital robot utilization for implementation Augmented Reality of Interactive Advertisement. Journal of the Korea Society of Digital Industry and Information Management. Vol.6. No.3. p159~168.

A Study on the Usage Phenomena of Depaysement in UCC Stop Motion. Journal of Korea Design Knowledge. Vol. 15. P61~70.

A Study on Minimalistic Propensity according to Information Summarization of the Mobile Web of Public Institutions. Journal of Digital Design. Vol1. No.2. p127~138

A Study on the Case of Marcel Wanders's Design based on Surrealistic Technique - Analysis on Chair Design -. Journal of Digital Design. Vol1. No.4. p379~388.

A study on UX guideline of the University mobile web the perspective of an information design. Journal of Digital Design. Vol4. No.2. p161~170.