

MINKYU DAVID SEO

Industrial Designer
Seoul, ROK
kyudubu@gmail.com
(+82) 10 - 9274 - 2088
davidseo.design

Patent

30-1316264KR - Structural Component (SC)
30-1224983KR - Structural Component (SC)
30-1316265KR - Structural Component (SC)

Recognition

Core77 Awards 2023 - Runner Up
Core77 Awards 2023 - Notable Student
Core77 Awards 2022 - Notable Student
A'Design Award 2022 - Sports Design
Spark Design 2022 - Spark Short List
Paris Design Award 2022 - Eco Design
Toyota Endowed Scholarship
ACCD Design Merit Scholarship

Publication

Seoul City & Space Forum 2022 - "MintAir
Unveils Its flagship AAM, Merlin"
ZD Net Korea - "Future Aircraft is Coming"...
UAM Public-Private Joint Demonstration
EVTOL Insights - South Korea: MintAir Opens
New Highway in the Sky for AAM Flight Service

Exhibition

Tama Arts University - Ceramics Future
Gene Siskle Film Center - Short Film Festival
ArtCenter Student Gallery - 2020, 2023
SAIC Annual Film Festival - Shrimp Chips

Skills

Solidworks / Blender / Keyshot Renderings /
Animation / Sketching / Adobe Photoshop /
Illustrator / Microsoft Office 360 / 3D Printing /
Fabrication / Virtual Reality / Multidisciplinary
Collaboration / User Research / Korean /
English / Mandarin

Education

ArtCenter College of Design / Industrial Design

Jan 2020 - Aug 2023, Pasadena, CA, Graduate with Honors

Peking University / Mandarin

Aug 2019 - Dec 2019, Beijing, China

School of the Art Institute of Chicago / Fine Arts

Aug 2015 - May 2016, Chicago, IL, Transferred

Work Experience

SC Corp. / Industrial Designer

Dec 2024 - Present, Seoul, ROK

- Collaborated directly with Chinese factory engineers to bring **ShedRain's premium Vortex Vent Pro 62" Arc umbrella to production readiness**, optimizing CAD for injection molding with minimal modification.
- Designed new umbrella structural components through a user-centered engineering approach, resulting in **patent-approved mechanisms now implemented across SC Corp.'s current lineup**.
- Developed a **comprehensive instruction manual and visual guide** explaining mechanical components and assembly methods—now utilized company-wide by sales and production teams.
- Created a **patent-approved design for Persimmon Field**, an outdoor-oriented premium umbrella emphasizing structural rigidity, wind resistance, and lightweight everyday usability.

David Seo Design / Freelance Industrial Designer

Aug 2023 - Aug 2024 (12 months), Pasadena, CA

- Executed **3D visualization** for Sunco's '6 Pack 2W LED Square Solar Pathway Walkway' for use on their Shopify webpage, in collaboration with the company's internal design team.
- Led creative direction for New York startup Shinnkuu, designing the logo, user manual, and website for its upcoming home appliance launch..
- Developed **patent-approved** designs for a compact umbrella for the South Korean company 'SC Corp.' with a focus on injection molding and aluminum extrusion processes.

Johnson & Johnson MedTech / Industrial Designer (Co-Op)

January 2023 - July 2023 (6 months), Santa Clara, CA

- **Developed attachment accessories** for a surgical robotics system that enable seamless user interaction, gaining approval from all stakeholders and scheduled for FDA testing.
- Employed systematic approaches to refine product designs, working closely with mechanical engineers, electrical engineers, human factor team and designers to evaluate concepts from multiple perspectives.
- Conducted thorough **workflow analysis** of both surgeons and first assist to identify pain point together with clinical engineers, successfully identifying rooms for improvement.
- Utilized 3D printing, CNC and shop fabrication for **rapid prototyping**, facilitating quick iteration of designs to create interactive prototypes, devising mechanisms that bridge user interaction with mechanical functions for a seamless experience.
- Utilized company assets to **create a comprehensive visual guide** for a system used during internal safety testing, significantly aiding new users in their onboarding process.
- **Orchestrated and documented multiple rounds of user research**, identified key insights, and created a comprehensive PowerPoint deck to share with various stakeholders, including the global marketing team.
- Led a project from **conception to final functioning prototype**, coordinating with overseas vendors throughout the process.

MintAir / Industrial Designer

January 2022 - November 2022 (11 months), Seoul, Republic of Korea

- **Designed the company's first electric airborne vehicle** through close communication with the in-house engineering team, with a focus on injection molding, hydraulic trim press processes and more.
- Redesigned the company's **corporate identity**, including the logo, business cards, and webpage, solidifying a visual identity that sets the startup apart from others in the market while aligning with the CEO and other key stakeholders.
- Produced captivating renderings and animations that significantly contributed to a investor pitch, ultimately securing a **\$1.3 million** funding.