

## Jeanyoon Choi

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### RESEARCH TOPICS

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Multi-Device Web Artwork, Inter-Device Interaction, Embedded Reality, Computational Art, Embedded Physicality

### EDUCATION

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**KAIST (Korea Advanced Institute of Science & Technology)**, Daejeon, South Korea Feb 2024 — Onwards  
PhD Candidate in Industrial Design  
Experience Design Lab (XD Lab) — Advisor: Dr. Yiyun Kang FRSA

**RCA (Royal College of Art)**, London, United Kingdom Sep 2022 — Aug 2023  
MA in Information Experience Design  
Research Topic: Multi-Device Web Artwork and Physicality

**Seoul National University**, Seoul, South Korea Mar 2018 — Feb 2022  
BSc in Industrial Engineering, School of Engineering

### SELECTED EXHIBITIONS

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**Noli : jeux coréens** Paris, France  
XD Lab Showcase, ID KAIST Exhibition, Centre Culturel Coréen, Paris May - Oct 2024

**2024 ADAF: Techno(s)cene** Athens, Greece  
Athens Digital Art Festival, Former Santarosa Courthouse, Athens May 2024

**2024 IDAF: Search Reality** Istanbul, Türkiye  
Istanbul Digital Art Festival, Türkiye Ministry of Culture, Atatürk Cultural Centre, Istanbul May 2024

**Mirror Mirror on the Wall** London, United Kingdom  
ARKO Metaverse Art Project Showcase, Feelium Gallery, London Nov 2023

**2023 Ars Electronica: Who owns the Truth** Linz, Austria  
Ars Electronica 2023 RCA Campus Exhibition, Postcity, Linz LINK Sep 2023

**The Arrival of a Train** London, United Kingdom  
Snap AR Collaboration Project Showcase, Cromwell Place, London Sep 2023

**Counterpoint** London, United Kingdom  
RCA IED Degree Show, Royal College of Art Kensington, London and Online LINK Jun 2023

**I saw it on TV** London, United Kingdom  
International Body of Art (IBA) show, Copeland Gallery, London Apr 2023

**Shitga: Varying Numbers** Seoul, South Korea  
Emerging Artists' Art Market, Seoul Arts Centre, Seoul May 2022

### SELECTED PROJECTS

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**Passage of Water** Dubai, United Arab Emirates  
Collaboration with Dr. Yiyun Kang, Google Arts & Culture, NASA JPL, and UN COP28 Jul 2023 — Dec 2023  
*Web Developer, Data Analysis and Visualisation* LINK

**Mirror Mirror on the Wall** London, United Kingdom  
Funded by ARKO (Art Council Korea) and Korean Ministry of Culture Oct 2022 — Nov 2023  
*Team Lead, Interaction Designer, and Unity Developer* LINK

**Oscillating Cultures**

Collaboration with Snap AR and Royal College of Art  
*Team Lead, Interaction Designer, and Snap Lens Studio Developer*

London, United Kingdom  
 Feb 2023 — Sep 2023

**≠ (Nonequality)**

RCA Graduation Research Project  
*Artist, Interaction Designer, UI/UX Designer, Frontend and Creative Developer*

London, United Kingdom  
 Jan 2023 — Jun 2023  
 LINK

**TEACHING****Lecturer — Convergence Design III**

Department of Design, Korea National University of Arts (K-Arts)  
*Web-based Experimental Interaction Design using Next.js, WebSocket, and Three.js*

Seoul, South Korea  
 Sep 2024 — Dec 2024

**Teaching Assistant — Immersive Space**

Department of Industrial Design, Korea Advanced Institute of Science & Technology (KAIST)  
*Three.js-based Multi-Device Interaction Design and its immersive applications*

Daejeon, South Korea  
 Mar 2024 — Jun 2024

**Coding Lecturer — Frontend Dev. Bootcamp**

Elice Coding Inc.  
*HTML, CSS, Javascript, React.js and other Frontend Frameworks at a professional level*

Seoul, South Korea  
 Mar 2022 — Aug 2022

**Peer Tutor — Calculus**

College of Engineering, Seoul National University  
*Selected Peer Tutor on College Freshman-level Calculus*

Seoul, South Korea  
 Sep 2019 — Dec 2019

**GUEST LECTURES**

**RCA EAP Pre-session Seminar — Digital/Physical**  
 Royal College of Art

London, United Kingdom (Virtual)  
 Aug 2024

**PUBLICATIONS**

Yiyun Kang, **Jeanyoon Choi** 2024  
 Passage of Water: Artistic Exploration of Earth's Freshwater with Google and NASA  
**Leonardo**, MIT Press

Steve Butler, **Jeanyoon Choi**, Kimyung Kim, and Kyuhyeok Seo 2019  
 Enumerating multiplex juggling patterns  
**Journal of Integer Sequences**, Vol.22, University of Waterloo

**GROUP EXHIBITIONS**

**Noli : jeux coréens** Centre Culturel Coréen, Paris, France, 2024  
**Techno(s)cene** Athens Digital Art Festival (ADAF), Athens, Greece, 2024  
**Search Reality** Istanbul Digital Art Festival (IDAF), Istanbul, Turkey, 2024  
**Mirror Mirror on the Wall** Feelium Gallery, London, United Kingdom, 2023  
**Who owns the Truth** Ars Electronica, Linz, Austria, 2023  
**The Arrival of a Train** Cromwell Place, London, United Kingdom, 2023  
**Counterpoint** Royal College of Art, London, United Kingdom, 2023  
**I saw it on TV** Copeland Gallery, London, United Kingdom, 2023  
**The Arrival of a Train** Cromwell Place, London, United Kingdom, 2023  
**Some Facts at Midnight** Studio Motif, Seoul, South Korea, 2023  
**Coding Creativity** Hera Gallery, Rhode Island, United States, 2023  
**Beyond a priori** Seasons Gallery, London, United Kingdom, 2023  
**HYPERSPETRAL** PhotoAccess, Manuka, Australia, 2023  
**Raise Love by One Inch** Crypt Gallery, London, United Kingdom, 2023  
**N Ways to expand the Square** Art & Technology Conference, Sogang University, Seoul, South Korea, 2022

**Shitga: Varying Numbers**

Seoul Arts Centre, Seoul, South Korea, 2022

## ONLINE EXHIBITIONS

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**Beyond Binary: Exploring life beyond data**  
**Welcome to the Uncanny**  
**World Digital Art Festival**  
**Artifacts: Creator's Perspective**

Beyond Boundary, Australia, 2023  
 ADAF (Athens Digital Art Festival), Greece, 2023  
 WDAF, South Korea, 2022  
 Unscene-Unseen, South Korea, 2022

## PERFORMANCES

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**Mirror Mirror on the Wall**  
**LING**  
**Counterpoint**  
**Flicker**  
**IRCAM Forum Workshop**  
**Murmurations**  
**Passages**

IKLECTIK, London, United Kingdom, 2023  
 The Place, London, United Kingdom, 2023  
 IKLECTIK, London, United Kingdom, 2023  
 IKLECTIK, London, United Kingdom, 2023  
 IRCAM, Paris, France, 2023  
 RCA Kensington, London, United Kingdom, 2023  
 IKLECTIK, London, United Kingdom, 2022

## WEB PROJECTS AND COMMISSIONS

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List Excluding Selected Projects and Artistic Practices

**Vibrant Matters, V&A Digital Design Week**  
 Collaboration with Yue Song, RCA Information Experience Design  
*Web Developer*

London, United Kingdom  
 Jul 2023 — Sep 2023  
[LINK](#)

**Innovation RCA**  
 Commissioned by Innovation RCA  
*Web Designer and Developer*

London, United Kingdom  
 Jul 2023 — Aug 2023  
[LINK](#)

**Counterpoint, RCA IED Graduation Show**  
 Collaboration with Yue Song, RCA Information Experience Design  
*Web Developer*

London, United Kingdom  
 Jun 2023 — Jul 2023  
[LINK](#)

**Festival Messenger**  
 Seoul National University Festival Organisation Committee  
*Web Designer and Developer*

Seoul, South Korea  
 Feb 2022 — May 2022

**SNU Festival**  
 Seoul National University Festival Organisation Committee  
*Web Developer*

Seoul, South Korea  
 Aug 2021 — Nov 2021

## AWARDS AND GRANTS

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**Top 10 Research Achievements (Co-Investigator)**  
 KAIST (Korea Advanced Institute of Science & Technology)  
**Metaverse Art Project Support Grant**  
 Art Council Korea, Korean Ministry of Culture  
**Andy Warhol's Campbell's Soup Cans Award**  
 Self-Given Award  
**23d Market Economy Column Competition Grand Award**  
 Center for Free Enterprise  
**Korean Presidential Science Scholarship (Math Sector)**  
 Office of the President, Republic of Korea

Daejeon, South Korea  
 2024  
 Seoul, South Korea  
 2023  
 Seoul, South Korea  
 2020  
 Seoul, South Korea  
 2020  
 Seoul, South Korea  
 2018-2022

**Shortlisted**

**Unfold X**  
**Project Hashtag**  
**Small File Photo Festival**

Seoul Cultural Foundation, Seoul, South Korea, 2024  
MMCA (National Museum of Modern and Contemporary Art), Seoul, South Korea, 2023  
The Photographers' Gallery, London, United Kingdom, 2023