

EUN HEAI MO

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I am a visionary person with a focus on global consumer products and visual assets. I lead cross-functional teams in creating character-driven designs that tell a story and support a brand strategy. My work ensures products connect with audiences across cultures while meeting the high quality of global licensing. I'm passionate about using my creativity to build engaging brand experiences and bring stories to life worldwide.

EDUCATION

2020 **MA** Service Design, Hongik University, *Seoul, Korea*
Thesis: A Design Study of Home-based Rehabilitation Service for Middle-Aged Class Stroke Patients.

2014 **BFA** Graphic Design, Illustration, Savannah College of Art and Design, *Savannah, GA, USA*

RESEARCH AND PROFESSIONAL EXPERIENCE

ROI VISUAL, Seoul, Korea - *Lead Designer*

Jul. 2023 - Dec. 2025

- Led the visual key, package design and localisation of Master Toy products for global markets (Taiwan, China, Hong Kong, Japan, Russia, Israel, France, North and South America), ensuring brand consistency and cultural adaptation.
- Managed quality control for global licensing events by implementing a review system and training manuals to ensure all creative assets met international standards.
- Conducted strategic market research to inform design decisions, ensuring product development aligned with industry trends and consumer preferences.
- Led projects for children's animated series that achieved top rankings on streaming platforms in Singapore, Taiwan, Hong Kong, South Korea, Australia, and Canada in 2024.
- Collaborated with cross-functional teams to integrate character-driven storytelling into consumer products, enhancing brand experience across APAC markets, including Taiwan, China, Hong Kong and more.
- Directed content and developed posters, production assets, and style guide manuals, standardising visual identity across all media.
- Supervised web and e-commerce content or campaigns, optimising brand presentation and driving customer engagement through high-quality visuals.

IYUNO, Seoul, Korea - *Graphic Designer*

Sep. 2022 - Feb. 2023

- Produced digital artwork assets and title treatment design for global streaming services, including Disney+, Apple and Wavve. Assets were created in 16 languages for various streaming devices, including smartphones, TVs, tablets, and computers.

XIOM corp., Seoul, Korea - Graphic Design Manager

Aug. 2020 - Apr. 2022

- Managed design assets development for multiple mainstream products such as table tennis rackets, rubbers, and accessories, contributing to a 19.7% increase in sales revenue in 2021.
- Directed "XIOM BEYOND", a new professional luxury table tennis brand launched globally on June 5, 2021. Developed a seasonal promotion plan in 2021 and produced design assets for a limited-edition product, which sold out globally after one week.
- Produced general print materials and digital content assets such as random gift box packages, booths for the convention centre, catalogues, and advertisements.

Korea Regional Economic Research Institute, Seoul, Korea - Graphic Design Researcher

Nov. 2015 - Sep. 2019

- **Yangcheon-gu Urban Regeneration Workshop** *May. 2019 - Aug. 2019*
Developed tools for improving residents' quality of life in Yangcheon-gu District. This project was commissioned by the government of Yangcheon-gu District and involved conducting community surveys, focus group interviews, and qualitative data analysis. Findings were presented in an official report to the government of Yangcheon-gu and a community workshop designed for elderly and handicapped residents.
- **Marketing support for businesses in Gyeonggi-do Province** *Nov. 2018 - Jan. 2019*
Provided marketing support for local businesses specialising in regional commodities. This project was commissioned by the government of Gyeonggi-do Province. It involved focus group interviews, brand research, and developing promotion plans, which were used by businesses at the 2019 Agriculture Business Fair.
- **Yeongwol-gun City Industrial Enhancement Plan** *Oct. 2018 - Dec. 2018*
Assessed regional economic capabilities and proposed data-driven strategies. This project was commissioned by the government of Yeongwol-gun City and involved assessing the specific status of local businesses and regional resources through surveys and data analysis. Findings and strategies were presented as an official report to the government of Yeongwol-gun City and as a handbook for residents.
- **Yeoncheon-gun Hi-Story Tourism Resource Development** *May. 2017 - Oct. 2017*
Proposed a practical operation method that utilizes local tourism resources. This project was commissioned by the government of Yeoncheon-gun City and involved surveys and qualitative data analysis. Findings were presented in a workshop and as a proposal for a local tourism program. As well as designing a proposal booklet, brand development standard and poster to enhance resident participation. Our research and proposed strategies contributed to Yeoncheon-gun being recognized as one of the best camping spots for all ages in 2018.
- **Planning for Saeddeul Village in Cheon-bo District, Pocheon City** *Mar. 2016 - Sep. 2016*
Developed strategies for improving the residential environment of local activities of shantytown residents. This project was commissioned by Pocheon City and involved surveys and qualitative data analysis. Posters and housing prototypes were designed for residents who participated in the workshop.

Contracted Brand Designer/Service Design Researcher, Seoul, Korea

Dec. 2016 - Jul. 2020

- **The DNA corp., Seoul, Korea** *Apr. 2020 - Jul. 2020*
User experience research for improving the user interface design of KT ,a telecommunications app:
Assisted in user experience research and proposed a new design layout and user interface for YBOX, an app service from KT, a major Korean telecommunications.
- **STU.dio, Seoul, Korea** *Apr. 2019 - Dec. 2019*
Public design specialised services for the improvement of Seoul City's environment.
Conducted public design research, including focus group interviews, surveys, user interface and user

experience research to decrease illegal trash dumping in Seoul. Our “Line up” project, which resulted in nudge graphics and service mascot designs, received 1st place in a competition hosted by Seoul City.

- **Hyundai Motors**, Seoul, Korea *Dec. 2017 - Apr. 2018*
Received second place in the **Hyundai Motors Idea Competition 2017** as a Self-Driving service to solve the elderly community’s social issues. The research aimed to provide a public driving and assistance service for elderly residents to improve the convenience of communication and use of communication so that elderly people living in farming and fishing villages can reduce the barriers to autonomous driving cars.
- **LG Household & Health Care**, Seoul, Korea *Feb. 2017 - May. 2017*
New services strategies Nature Collection's offline stores: conducted literature research on cosmetic marketing and in-depth interviews with store visitors to identify consumer needs, defined insights and ideas, and developed prototyping through derivation.

SKILLS

SOFTWARE Photoshop, Illustrator, InDesign, After Effects, Mid-Journey, Figma, Excel, Python

LANGUAGE Fluency in Korean and English, and advanced in Japanese

AWARDS

1st place - 2019 Competition for start-up businesses specialized in public design, *Sponsored by Seoul City* 2019

Victor Margolin Award - Korea Public Design Awards, *Sponsored by the Korean Ministry of Culture, Sports, and Tourism, and Organized by the Korea Craft & Design Foundation*

PUBLICATIONS

PEER-REVIEWED ARTICLES

1. Lee H., Woo E., Oh Y., Kim H., Sul Y., Joe H., Kim S., Lim W., Chung H., Seok E., Kim G., Kim S., Kim J., Cae G., Kim S., Kim G., Lee H., Song M., **Mo E.**, [2019]. Research on governance prototype [P.D.G. 12] for promoting public design. , Hongik University Public Design Research Center.