

Curriculum Vitae

Peter Cho

Contact Information

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Short Bio

Peter Cho is VP of Design at Inking, where he leads product design and creative marketing efforts. His career has spanned different design disciplines at the intersection with technology, including user experience and user interface design, branding, motion design, interactive installations, media art, and design education. He holds an MFA degree from the UCLA Design | Media Arts department, where his work dealt with issues of language, writing, and meaning and an MS degree from the MIT Media Lab, where his design research explored custom models for typography in time-based and reactive media. He has received honors for his work from Ars Electronica, Tokyo Type Directors Club, New York Art Directors Club, ID Magazine, and Print Magazine.

Professional Work

VP of Design, Inking, San Francisco, CA. Oct 2009–present

Leads and manages the design team at Inking, including UX/UI design for consumer and enterprise applications, product research, product discovery, user testing, brand, and creative marketing.

Senior Designer, MOTO Development Group, San Francisco, CA. Sept 2008–Oct 2009

Project lead on user experience-focused consumer electronics projects for Fortune 500 companies including Panasonic, Flip, and Microsoft.

Media Designer, Self-employed, Los Angeles, CA. Oct 2000–Sept 2008

Art direction, design, animation, and software engineering for various interaction design, exhibit design, motion graphics, and web-based projects. Worked with studios including Landor, Imaginary Forces, MetaDesign, Imagination, Post Tool, and Small Design Firm. Clients included the Santa Monica Museum of Art, UCSD Visual Arts Department, Asia Society, Samsung, Intel, Ford, and the MIT Media Laboratory.

Co-founder, Agency:Collective, San Francisco, CA. Jan 2006–May 2007

Partner and co-founder of a collaborative design studio. Clients included UPenn, Nike, MIT, NHK, and Zune.

Imaginary Forces, Hollywood, CA. Sept 1999–Oct 2000

Digital designer for the film, broadcast, motion design studio. Developed interactive and motion branding pieces for IBM and Lifetime Television.

Teaching Experience

Lecturer, Art Center College of Design, Media Design Program. 2007–2008

Co-taught graduate level design course:

Communication Design 3: Information in Time and Space, summer 2007

Lead instructor for Trans-Disciplinary Studio DesignMatters course:

UNICEF Story-Sharing Project Studio, spring 2008

Thesis Advisor, Art Center, Media Design Program. 2007–2008

Lecturer, UCLA Design | Media Arts Department. 2005–2007

Taught seven mid- and upper-division undergraduate design courses:

Creative Web, fall 2005 & spring 2006

Dynamic Web, winter 2006

Dynamic Typography, winter & spring 2006, winter & spring 2007

Visiting Lecturer, CalArts, Graphic Design Department. 2007

Seminar covering the fundamentals of computational design as it applies to typography. Used the Processing environment.

Workshop Instructor, CalArts, Graphic Design Department. 2006

A one-week workshop covering the fundamentals of computational design for graphic design students using the Processing environment.

Instructor, UCLA Design | Media Arts Summer Institute. 2005

Lead instructor for web design course for high school students.

Instructor, MIT Media Lab Digital Information Design Camp. 2005

One of six instructors for a three-week, all-online digital design course for practicing designers. Event led by Prof. John Maeda and sponsored by AIGA.

Teaching Assistant, UCLA Design | Media Arts Department. 2003–2005

Co-taught the following upper-division undergraduate design course:

Dynamic Typography, Prof. Casey Reas, fall 2004

Served as TA for the following undergraduate design classes:

Intro to Typography, Prof. Rebeca Mendez, fall 2003 & winter 2005

Branding, Prof. Rebeca Mendez and Benjamin Bratton, winter & spring 2004

Print Media, Prof. Rebeca Mendez, winter 2004

Color and Time, Prof. Vasa Mihich, spring 2005

Workshop Leader, Hongik University Design Department, Seoul. 2003

Education

University of California, Los Angeles

Master of Fine Arts degree in Design | Media Arts, June 2005. Graduate student representative to the Dean's Student Council.

MIT Media Laboratory, Cambridge, MA

Master of Science degree in Media Arts and Sciences, June 1999. Member of the Aesthetics and Computation Group, led by Professor John Maeda.

Massachusetts Institute of Technology, Cambridge, MA

Bachelor of Science in Mechanical Engineering, Design, and Computation; minors in Architecture and Music; June 1997. Member of Tau Beta Pi engineering honor society and Pi Tau Sigma mechanical engineering honor society.

Honors and Awards

- 2004 Prix Ars Electronica, Honorable Mention in Net Art category: "Money Plus."
- 2002 Tokyo Type Directors Club Interactive Design Award: "Letterscapes."
Art Directors Club of NY, Silver Medal: "Letterscapes."

- 2000 Print Magazine's New Visual Artists Review.
- Tokyo Type Directors Club Interactive Design Award: "The Alphabet Zoo."
- 1998 ID Magazine Interactive Media Review, Gold Award: "Type Me, Type Me Not."
- Stuttgart 21 Symbol Competition, First Prize, team submission.
- 1997 IBM Research Fellowship, MIT Media Laboratory.

Selected Group and Solo Exhibitions

- 2009 "bt'09 Beijing Typography 2009." CAFA Art Museum, Beijing.
- 2007 "Emergent Reaction." Cal Poly, San Luis Obispo, University Art Gallery.
- 2006 "Object Lessons." Gigantic Art Space, New York City.
- 2005 "Takeluma." Telic Gallery, Los Angeles.
- "Takeluma." MFA Show, UCLA Design | Media Arts. New Wight Gallery, Los Angeles.
- 2004 "Cellblock" in "Time in Jazz" festival, Sardinia, Italy.
- "Money Plus." Telic Gallery, Los Angeles.
- 2002 "God+Man" group show. Tattfoo Gallery, Staten Island, NY.
- 2001 Tokyo Type Directors Club Exhibition. Ginza Graphic Gallery, Tokyo, Japan.
- Active Wire, Visual Communication Design Exhibition of Korea and Japan. Artsonje Center, Seoul, Korea.
- 2000 TypoJanchi, Seoul Typography Biennale. Seoul Arts Center Design Gallery.
- Tokyo Type Directors Club Exhibition. Ginza Graphic Gallery, Tokyo, Japan.
- Aesthetics & Computation Group Retrospective. Cooper-Union Herb Lubalin Gallery, New York, NY.
- 1999 Print on Screen. Ars Electronica, Linz, Austria.
- Organic Computation. Art Director's Club, New York, NY.

Selected Lectures and Presentations

- 2009 Lecture and Workshop, Sharing Experiences MIT Media Lab event, Seoul.
- 2008 Guest lecture, USC, Institute for Multimedia Literacy, Webfest event.
- Guest lecture, California College of the Arts, Graphic Design Department.
- 2007 Guest lecture, Maryland Institute College of Art, Department of Graphic Design.
- Guest lecture, Carnegie Mellon University, Communication Design Department.
- Presenter, Text & Image Conference, UC Irvine Humanitech.
- 2005 Visiting Artist lecture, CalArts, Department of Graphic Design.
- Guest lecture, U of Washington at Seattle, Department of Visual Communication.
- 2004 International Conference on Typography and Visual Communication. "Typography in dimensional (digital) environments." Thessaloniki, Greece.
- IDCA conference. "War of the Worlds," typographic animation. Aspen, Colorado.
- 2002 Numer.02 conference. "Typography in Dimensional Digital Environments." Paris, France.
- 2000 Oullim Icograda Millenium Congress. "Digital Form Making." Seoul, Korea.
- 1999 Project40 workshop. Invited speaker. Karlskrona, Sweden.
- Presenter, ATypl conference. Boston, MA.

Selected Publications

- "Dynamic Typography: Past, Present, and Future" essay in Creative Code. John Maeda. New York: Thames and Hudson, 2004, 108.
- "Digital Typography" in Formdiskurs: Journal of Design and Design Theory, Vol. 5, No. 2 (1998), 67-69.

Selected Technical Skills

Java, C/C++, Processing, PHP, MySQL, HTML5, CSS3, Adobe suite.

Languages

English (native). French and Korean (working knowledge).