

**Hyehyun Song**

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Hi, I am Song from Korea. I started my design journey by making conceptual furniture. Once I felt an object has the power to change people, I got a dream of addressing diverse world issues and communicating with broader audiences outside a gallery. Thus, I moved to London to study product design. I could learn an artistic approach and making skills in my BA and critical thinking and problem-solving in London. Also, My different backgrounds bring me interesting concepts and make me flexible. Now I am looking for hands-on experience to learn how design is initiated and delivered to users in the real world.

**Analogue Skill**

Design research  
Insight mining  
Hand sketch  
Model making  
Woodworking  
Critical thinking  
Team work

**Software Skill**

3ds max  
V-ray  
Photoshop  
Illustrator  
Rhinoceros  
Autocad

**Education**

2022 - MA Design Products, Royal College of Art, UK

2018 - BA Woodworking & Furniture Design, Hongik University, Korea

**Exhibition**

2022 - London Design Festival, Brompton Design District

2020 - Fuorisalone, Isola Design District

2018 - Young Creative Korea, Seoul

**Conference**

2022/11 - The 7th international Congress on Love & Sex with Robots

**Award**

2020 - Logitech Grand Challenge: Enhancing the Human, 2nd Winner

2017 - JTI Korea Portable Ashtray Design Competition, Special Prize