

**Curriculum Vitae****Peter Cho****Contact Information**

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**Short Bio**

Peter Cho is a Los Angeles-based media artist and designer. Cho holds a Master of Fine Arts degree from the UCLA Design | Media Arts department, where his work dealt with issues of language, writing, and meaning and a Master of Science 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. His work has been shown at the Telic Gallery, Ginza Graphic Gallery, Ars Electronica, Art Sonje, Seoul Arts Center, the Art Directors Club, and Cooper Union. His interests include issues of electronic textuality, narrative, and mapping.

**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.

**Teaching Experience****Lecturer, UCLA Design | Media Arts Department. Sept 2005–June 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. Spring 2007**

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

**Thesis Advisor, Art Center, Media Design Program. Spring–Summer 2007****Workshop Instructor, CalArts, Graphic Design Department. Jan 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. July–August 2005**

Lead instructor for web design course for high school students.

**Instructor, MIT Media Lab Digital Information Design Camp. July 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. Sept 2003–June 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. Dec 2003**

**Professional Work**

**Designer/Programmer, Self-employed, Los Angeles, CA. Oct 2000–present**

Art direction, design, animation, and software engineering for various interaction design, exhibit design, motion graphics, and web-based projects. Worked with Landor, Imaginary Forces, MetaDesign, Imagination, Post Tool, and Small Design Firm. Clients include 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. Recent clients include 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.

**Aesthetics and Computation Group, MIT Media Lab, Cambridge, MA. Sept 1996–May 1999**

Independent research projects explored the possibilities for interactive and temporal typographic forms.

**Maedastudio, Lexington, MA. June–August 1997, 1999**

Consultant with the digital and print media design studio. Developed designs for various print and interactive projects including the Maedastudio website.

**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**

- 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.  
"Cellblock" in "Time in Jazz" festival, Sardinia, Italy.
- 2004 "Money Plus." Telic Gallery, Los Angeles.  
"God+Man" group show. Tattfoo Gallery, Staten Island, NY.
- 2002 Tokyo Type Directors Club Exhibition. Ginza Graphic Gallery, Tokyo, Japan.
- 2001 Active Wire, Visual Communication Design Exhibition of Korea and Japan. Artsonje Center, Seoul, Korea.  
TypoJanchi, Seoul Typography Biennale. Seoul Arts Center Design Gallery.
- 2000 Tokyo Type Directors Club Exhibition. Ginza Graphic Gallery, Tokyo, Japan.  
Aesthetics & Computation Group Retrospective. Cooper-Union Herb Lubalin Gallery, New York, NY.  
Print on Screen. Ars Electronica, Linz, Austria.
- 1999 Organic Computation. Art Director's Club, New York, NY.

**Selected Lectures and Presentations**

- 2007 Guest lecture, Maryland Institute College of Art, Department of Graphic Design.  
Guest lecture, Carnegie Mellon University, Communication Design Department.
- 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," animated typographic accompaniment. Aspen, Colorado.
- 2002 Numer.02 conference. "Typography in Dimensional Digital Environments." Paris, France.
- 2000 Oullim Icograda Millenium Congress. "Digital Form Making." Seoul, Korea.  
Project40 workshop. Invited speaker. Karlskrona, Sweden.
- 1999 ATypl conference. Lecture. 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, HTML, CSS, Flash, ActionScript, Director, Maya, After Effects, Illustrator, Photoshop, basic electronics.

**Languages**

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