

Dr Hyun-Jae 'Daniel' Shin PhD BA (Hons) FHEA MIED

Senior Lecturer in Product Design

School of Architecture Design & Built Environment
Maudsley 303, Nottingham Trent University
Shakespeare Street, Nottingham, NG1 4FQ
www.ntu.ac.uk

Web: www.danielshin.co.uk

Email: info@danielshin.co.uk
daniel.shin@ntu.ac.uk

Office: (+44) 115 848 2882
Mobile: (+44) 07540170720

Education & Qualification

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| 2010. 01 ~ 2014. 10. | PhD in Design for Sustainable Behaviour , School of Architecture Design & Built Environment Nottingham Trent University, UK Thesis Title: "Switching the human-power back on: Domesticating human-power to practice energy saving behaviour" |
| 2015. 10. ~ 2017. 09. | Postgraduate Certificate of Academic Practice , Fellow of Higher Education Academy |
| 2010. 07. ~ 2012. 07. | Postgraduate Certificate , Research Practice |
| 2004. 09. ~ 2009. 07. | BA (Hons) Product Design , First Class Honours, Nottingham Trent University |
| 1998. 09. ~ 1999. 05. | Interior Architecture & Design , School of Architecture, University of Nevada, Las Vegas, USA |
| 1995. 09. ~ 1998. 05. | Santa Monica High School , Santa Monica, California, USA |

Relevant Employment

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| 2015. 09 ~ Current | Lecturer/Senior Lecturer , Department of Product Design School of Architecture Design & Built Environment Nottingham Trent University, UK <ul style="list-style-type: none">- Currently Supervising 5 PhD students (3 DOS, 2 Second, 3 Independent Assessor)- Critical Theory UG (Module Lead), Research Methods PG (Module Lead), and contributes in a number of other modules across the Product Design and Furniture Design UG/PG programmes |
| 2014. 11 ~ 2015. 06. | Lecturer , Industrial/Product Design, Loughborough Design School Loughborough University, UK <ul style="list-style-type: none">- Contribution of teaching in the following modules: Design Practice, Sustainable Design, Design and Manufacturing Technology, Dissertation- Contribute towards achieving excellence in design research and publish outcomes of research- Assist towards internationalisation activities |

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| 2010. 12 ~ 2014. 10. | <p>Hourly Paid Lecturer, Product Design, School of Architecture Design & Built Environment Nottingham Trent University, UK</p> <p>Tutorial, seminar, project delivery, assessment on following modules (avg. 100hrs per yr):</p> <ul style="list-style-type: none"> - Design Projects 1&2 (UG) - Design Studies 1&2 (UG) |
| 2012. 01. ~ 2014. 10 | <p>Business Advisor (PT), Future Factory, Nottingham Trent University, UK</p> <ul style="list-style-type: none"> - work under the direction of the Future Factory Project Manager in delivering high quality expertise and advice to small and medium sized companies in the East Midlands on how to achieve a more sustainable business future. |
| 2009. 12. ~ 2012. 12 | <p>Research Assistant (FT-PT), School of Science and Technology, Nottingham Trent University, UK</p> <p>Sustainable Lighting and Self Powered system, UK</p> <ul style="list-style-type: none"> - Lead and manage commercial aimed project supported by East Midland Development Agency (UK) in collaboration with Nottingham Trent University. Project received 16,000 GBP from European Regional Development Fund as Innovation Fellowship programme. |
| 2008. 01. ~ 2008. 10. | <p>Senior Designer, OUT-2 Design Ltd. (www.OUT-2.com), Ho Chi Minh, Vietnam</p> <ul style="list-style-type: none"> - Worked directly with director to ensure that various aspects of design work meet - Responsible for accomplishing and maintaining the quality of design throughout all phases of the project - Mentor and managing a group of Designer(s), or Junior Designer(s) on smaller-scale projects in their execution (Graphic team lead) - Managing all product design materials such as directional sign, graphics, bespoke furniture, and colour conceptualisation. - Working directly with the supplier, responsible for follow-up on installation of all product design related projects, ensuring the quality of pre and final productions. |
| 2006. 07. ~ 2008. 1. | <p>Full-time Intern Designer, Packaging Innovation, Wm. Wrigley Jr. Co. (www.wrigley.com), Chicago, USA</p> <ul style="list-style-type: none"> - In charge of creating 3D visualizations, concept boards, and product renderings for multiple design projects. - Working in a multi-disciplinary team environment, provide preliminary concept designs and prototypes for consumer screening. - Analyse and optimise design concepts and evaluation of on-going design projects. - Delivering technical drawing and 3D Cad of proposed package design to engineering department for further technical evaluation. - Working directly with the supplier for configuring detail specifications and pre-production drawings. |
| 2005. 10. ~ 2006. 5. | <p>Part-Time Technical Drawing & 3D modeling Pioneer Design Limited (www.pioneerdesignltd.co.uk), UK</p> |
| 2000. 11. ~ 2003. 01. | Republic of Korean Army (National Service) |

1999. 06. ~ 2000. 11. **Full time Senior web designer and html programmer at Netspace**
(www.netspace.co.kr), Korea

Grant Activity

2019. 08. Nottingham Trent University, Strategic Research Fund, Lead applicant, £32,000
Capacity Building for leading sub-research group: **DHUL (Design for Healthier Urban Living)**

2018. 09. Nottingham Trent University, Sustainable Futures Research Seedcorn Fund, Principal Investigator, £2,500
Project Title: **Promoting Longer-term Exercise for Youth (PLEY)**

2009. 12 ~ 2012. 12. Innovation Fellowship programme supported by East Midland Development Agency UK:
Sustainable Lighting and Self Powered system, Co-Investigator, £16,000, European Regional Development Fund

Award

2019 **Teaching & Support Award Winner** School Architecture Design & Build Environment, NTU
NTU Team Award, International Design Studio. International Engagement Category, Nottingham Trent University

2009 **School Prize for Best Project on the BA (Hon) Product Design Programme**
Department of Product Design, School of Architecture Design and Build Environment, Nottingham Trent University.

Journal Publications

Shin, H. D. & Bull, R. 2019. Three Dimensions of Design for Sustainable Behaviour. *Sustainability*, 11, 4610.

Nwankwo, F., **Shin, H. D.**, Al-habaibeh, A. & Massoud, H. 2019. Evaluation of Children's Screen Viewing Time and Parental Role in Household Context. *Global Pediatric Health*, 6, 2333794X19878062.

Shin, H. D., Al-Habaibeh, A. & Casamayor, J. L. 2017. Using human-powered products for sustainability and health: benefits, challenges, and opportunities. *Journal of Cleaner Production*. 168 (Supplement C): pp. 575-583

Shin, H. D. and Bhamra, T., 2016. Design for sustainable behaviour: a case study of using human-power as an everyday energy source. *Journal of Design Research*, 14(3), pp.280-299.

Johnson, P., **Shin, H.J.**, & Harmer, L. 2011. Defining and describing human-powered products: exploring diverse applications of future technology. *Key Engineering Materials*, 486, 187-192.

Conference / Workshop

Shin, H. J. and Whitehouse P. 2019. Using 'Crowd' to research against recycling behaviour. Workshop presented at 'Influence' Annual EAUC conference, 19-20th June, University of Manchester

Shin, H. J. and Johnson, P. 2013. Defining and designing 'Interaction' in Human-powered products. In: *3rd International Conference on Interaction Design*. Xi'an, China, December 4-6. Northwestern Polytechnical University, pp.5-12.

Shin, H. J., Johnson, P., Harmer, L., 2011. Can Human powered products reduce energy consumption?, paper presented for Doctoral Colloquium, The 4th IASDR World Conference on Design Research, Delft, Netherland

Shin, H.J., 2010 Interactive Human power products: a literature review, Paper presented at Sustainable Design Symposium, 18-27 September, Harbin Institution of Technology, China (supported by Research Council UK)

Other Publications

Al-Habaibeh, A. **Shin, H. D.**, 2017. Cycling to watch TV... and other clever ways to beat obesity from the comfort of your own home, Conversation UK. Available at: <https://theconversation.com/cycling-to-watch-tv-and-other-clever-ways-to-beat-obesity-from-the-comfort-of-your-own-home-84537>

Shin, H. D. 2015. Five ways we can harness the original renewable energy source - human power, Conversation UK. Available at: <https://theconversation.com/five-ways-we-can-harness-the-original-renewable-energy-source-human-power-51532>

External Activity

2019. 09 Invited Speaker for Gwangju International Design Biennale 2019 – Title of Talk: Design for Sustainable Behavior: challenges and perception

2019. 09 External Advisor for Gwangju Urban Design Forum 2019

External Examination/Validation

2019. 07 External Panel Member for MSc Product Design validation at De Montfort University.

2017. 10 ~ Academic Liaison (Quality Validation) for Pearl Academy (NTU Franchise), Noida Campus (validating 6 A&D related courses)

2018. 07 External Panel Member for Joint School validation of De Montfort University at Nanjing Xiaozhuang University, BA Product Design.

2015. 10 ~ 2017. 10 Course Coordinator for validation of First City University College (Malaysia). BA Furniture and Product Design, Nottingham Trent University

Reviewer of

International Conference on Engineering and Product Design Education Conference

International Conference for Design Education Researchers: Learn X Design

International Conference on Energy and Sustainable Futures (NTU)

International Conference on Engineering and Product Design Education

International Journal of Product Development

International Journal of Design Engineering

Journal of Design Research

Patent

Shin, D. H., Fluegel, H. L., & Peterson, R. J. (2014). Confectionery package. In: US Patent 8,640,874.

Shin, D. H., & Stojek, K. L. (2009). Product dispenser. In: US Patent D596,032.

Fluegel, H. L., & **Shin, D. H.** (2009). Blister card. In: US Patent D588,471.

Bougoulas, J. A., Hernandez, K., Peterson, R. J., **Shin, H. D.**, Rowe, C. D., Gribas, C. A. (2008). Refillable package for consumable products. In: US Patent App. 12/596,939.

Membership / Research Group

Member of Institution of Engineering Design

Member of Design Research Society

Member of Korean society of Design Science

Member of Innovative and Sustainable Built Environment Technologies (Nottingham Trent University)

Member of Sustainable Consumption Research Group (Nottingham Trent University)

Administrative Responsibility

Chair of Pedagogic Research and Scholarship working group (ADBE, Nottingham Trent University)

School Sustainability Coordinator (ADBE, Nottingham Trent University)

Member of Sustainable Development Forum (Nottingham Trent University)

Member and School representative for Validation Service Sub-Committee (Nottingham Trent University)

Member of College International Committee (Architecture Design and Built Environment, Nottingham Trent University)

Member of Art & Design Research Committee (Nottingham Trent University)

Member of Architecture Design and Build Environment Research Committee (Nottingham Trent University)