

Younjung Hwang



FIELDS

Design Education, Visual Design, Generative AI

COURSES TAUGHT

[Undergraduate] Basic Visual Design, Brand Design, Package Design, Printing Book Design

[Graduate] Visual Culture and Temporary Art, Foreigner Expert Workshop

[Teaching evaluations] 2021-2022(2): 96.1 / 2023-2024(1): 98.4 / 2023-2024(2): 99.4 / 2024-2025(1): 97.99

WORK EXPERIENCE

NATIONALITY

Republic of Korea

Date of Birth

1986.11.11

LANGUAGES

Korean (Native)

English (Fluent)

Chinese (Fluent)

CONTACT

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EDUCATION

Hongik University, Seoul, Korea

2014 - 2018
Ph.D. in Visual Communication Design (GPA: 4.21/4.5)
Thesis: "Interpretation of Seon Thought on the
minimalism tendency of brand identity system"
(Supervisors: D. R. Chang, K. D. Kim)

Hongik University, Seoul, Korea

2011 - 2013
M.A. in Visual Communication Design (GPA: 3.94/4.5)

Hongik University, Seoul, Korea

2005 - 2010
B.A. in Visual Communication Design (GPA: 3.89/4.5)

PUBLIC AND PROFESSIONAL SERVICE

• Executive Director of International Affairs, KOREAN SOCIETY OF DESIGN SCIENCE (KSDS) 2022 - Present

• Executive Director of International Exchange, Visual Information Design Association of Korea (VIDAK) 2024 - Present

• Executive Director of International Exchange, Design History Society of Korea (DHSK) 2024 - Present

• Invited Speaker, Korea Institute of Design Promotion (KIDP), "2024 China Design Trends and 2025 Outlook" 2025

• Invited Speaker, Design History Society of Korea (DHSK), "Branding Transformation" 2023

- Invited Speaker, Korea Package Design Association (KPDA), 2023
"AI-Based Methodology in Visual Design"
- Invited Speaker, Korean Society of Design Science (KSDS) 2023
"AI-Based Production Methodology in Graphic Design"

PUBLICATIONS

Papers (Refereed Journals)

1. Y. J. Hwang & Y. Wu. (2025). Graphic Design Education in the Era of Text-to-Image Generation: Transitioning to Contents Creator. *International Journal of Art & Design Education (SSCI/A&HCI)*, 44(1), 239-253. <https://doi.org/10.1111/jade.12558>
2. Y. J. Hwang, S. J. Jeong, & Y. Wu. (2025). Artificial Intelligence in Design Process: An Analysis Using Text Mining. *Applied Artificial Intelligence(SCIE)*, 39(1), 2453782, <https://doi.org/10.1080/08839514.2025.2453782>
3. Y. J. Hwang & Y. Wu. (2025). The Influence of Generative Artificial Intelligence on Creative Cognition of Design Students: A Chain Mediation Model of Self-Efficacy and Anxiety. *Frontiers in Psychology (SSCI)*, 15, 1455015. <https://doi.org/10.3389/fpsyg.2024.1455015>
4. Y. Wu, Y. J. Hwang, & B. Wei. (2025). The impact of art and design competencies on positive psychological qualities among college students in Hainan Province: The chain mediating roles of teacher support and learning adaptability. *Acta Psychologica (SSCI)*, 253, 104709. <https://doi.org/10.1016/j.actpsy.2025.104709>
5. Y. J. Hwang & K. W. Choi. (2025). The asymmetry of the Korean Moon Jar. *Ceramics Art and Perception (A&HCI)*, 124, 116-121.
6. Y. J. Hwang & J. D. Hwang (2025). AI Perception and Acceptance Patterns Across Cultures: Comparative Study of Korean and Chinese University Students. *International journal of advanced smart convergence (KCI)*, 14(1), 42-52. <https://doi.org/10.7236/IJASC.2025.14.1.213>
7. Y. J. Hwang & Y. Wu. (2025). Study on Generative AI Prompt Engineering for Package Design. *International journal of advanced smart convergence (KCI)*, 14(1), 213-221. <http://dx.doi.org/10.7236/IJASC.2025.14.1.42>
8. Y. J. Hwang & Y. Wu. (2025). A Study on the Impact of Design Collaboration with Generative AI on Students' Innovation in Package Structures. *Journal of Cultural Product & Design (KCI)*, 80, 95-104. <https://doi.org/10.18555/kicpd.2025.80.008>
9. Y. J. Hwang & Y. Wu. (2025). Limitations of Repetitiveness and Expressive Diversity of Generative AI Tools in Design Education - A Case Study of Graphic Design Classes. *Journal of Cultural Product & Design (KCI)*, 82, 41-53. <https://doi.org/10.18555/kicpd.2025.82.004>
10. Y. J. Hwang & Y. Wu. (2025). A Comparative Study of Visual Communication Design Outputs on Generative AI Platforms: Midjourney VS. ChatGPT. *International Journal of Advanced Smart*

Convergence (KCI), 14(3), 274-284.
<http://dx.doi.org/10.7236/IJASC.2025.14.3.274>

11. Y. J. Hwang & Y. Wu. (2025). A Comparative Study of Traditional and Generative AI-Based Poster Design - Focusing on Visual Language, Modes of Expression, and the Creative Process -. *The Korean Society of Design Culture (KCI)*, 31(3), 883-894.
<http://dx.doi.org/10.18208/ksdc.2025.31.3.883>
12. Y. Wu. & Y. J. Hwang (2025). AI 生成技术在品牌设计中的应用与思考[J]. *创意设计源*,2025,(01):42-48.
13. Y. J. Hwang & H.J Song. (2025). A Comparative Study of Korean and Chinese Aesthetic Sensibilities in AI-Generated Design -An Analysis of Cultural Visual Codes -. *The Korean Society of Design Culture (KCI)*, 31(4), 861-875. <http://dx.doi.org/10.18208/ksdc.2025.31.4.861>
14. Y. J. Hwang & Y. Wu. (2024). Methodology for Visual Communication Design Based on Generative AI. *International Journal of Advanced Smart Convergence (KCI)*, 13(3), 170-175.
<http://dx.doi.org/10.7236/IJASC.2024.13.3.170>
15. Y. J. Hwang & Y. Wu. (2024). A Study on Brand Design Methodology Using Generative AI. *International Journal of Advanced Smart Convergence (KCI)*, 13(4), 50-59.
<http://dx.doi.org/10.7236/IJASC.2024.13.4.50>
16. Y. J. Hwang & Y. Wu. (2024). A Study on the Design Process of Moutai liquor Brand Renewal Using Generative AI. *The Korean Society of Design Culture (KCI)*, 30(4), 675-687.
<http://dx.doi.org/10.18208/ksdc.2024.30.4.675>
17. Y. J. Hwang. (2024). A Study on the Application of Generative AI in the Early Creative Process of Visual Communication. *Journal of Cultural Product & Design (KCI)*, 78, 77-78.
<https://doi.org/10.18555/kicpd.2024.78.007>
18. Y. J. Hwang & Y. Wu. (2024). A Qualitative Study on the Impact of Generative AI on Design Students' Psychological Stability and Creative Accomplishment. *Journal of Cultural Product & Design (KCI)*, 79, 75-85. <https://doi.org/10.18555/kicpd.2024.78.007>
19. Y. J. Hwang & Y. Wu. (2024). Direction of Chinese Design Based on Fourth Industrial Revolution Technologies. *Extra Archive: Journal of Design History*, 8, 28-41.
20. Y. J. Hwang & Y. Wu. (2024). AIGC 在视觉传达设计初步创作阶段的应用方法研究. *艺术与设计(JO 理论)*, 2(11), 44-48.
<https://doi.org/10.16824/j.cnki.issn10082832.2024.11.003>
21. Y. J. Hwang. (2023). A Study on the Use of Generative Artificial Intelligence Design Platform for BI Development - Focusing on the Use of the 'Midjourney'. *The Korean Society Of Design Culture (KCI)*, 29(3), 527-541. <http://dx.doi.org/10.18208/ksdc.2023.29.3.527>
22. Y. J. Hwang. (2023). The Usage of Generative AI in Poster Design. *Archives of Design Research (SCOPUS)*, 36(4), 291-308.
<http://dx.doi.org/10.15187/adr.2023.11.36.4.291>
23. Y. J. Hwang. (2023). Chusa's Calligraphy Aesthetics Based on the

24. Y. J. Hwang & D. R. Chang. (2021). A Study on the Museum Place Branding from the Perspective of Vernacular Design - Focused on the Museum in China. *A Journal of Brand Design Association of Korea (KCI)*, 19(3), 99-110. <https://doi.org/10.18852/bdak.2021.19.3.99>
25. Y. J. Hwang. (2019). A Study on Xiaomi Brand Identity Strategy - A Comparative Study of Apple Brand. *A Journal of Brand Design Association of Korea (KCI)*, 17(2), 169-178. <https://doi.org/10.18852/bdak.2019.17.2.169>
26. Y. J. Hwang. (2018). Interpretation of Seon Thought on the minimalism tendency of brand identity system. **PhD dissertation, Hongik University**.
27. Y. J. Hwang. (2018). Based on the Creative Thinking of Art A Study on the Creative Process of Graphic Design. *The Korea Society of Craft (KCI)*, 21(4), 320-322.
28. Y. J. Hwang, D. B. Kim, & D. R. Chang. (2018). A Study of Thought of Seon on Minimalism. *Journal of Basic Design & Art (KCI)*, 19(1), 593-608.
29. Y. J. Hwang, D. R. Chang, & D. B. Kim. (2017). A Study of Thought of Seon on Brand Identity System of MUJI. *A Journal of Brand Design Association of Korea (KCI)*, 15(4), 251-266. <https://doi.org/10.18852/bdak.2017.15.4.251>
30. Y. J. Hwang. (2017). A Study on the artistic role of design according to the fourth industrial revolution. *The Korean Society of Science & Art (KCI)*, 31, 445-455. <http://doi.org/10.17548/ksaf.2017.12.30.445>
31. Y. J. Hwang. (2013). A Study on education for visual communication design based on calligraphic paintings education made by the literary intellectuals during Joseon dynasty. **Master's thesis, Hongik University**.

Books (written in Korean language)

1. Y. J. Hwang, *Smart China, the Future of Design*, Art Culture Publisher, 2023. ISBN 979-11-92768-06-9. 232p.
2. Y. J. Hwang, W. H. Pei, *China Design is Coming*, Art Culture Publisher, 2018. ISBN 979-11-85954-31-8. 253p.
3. Y. J. Hwang, *All Design is Different 2: Graphic Design from the Streets of East Asia*, Art Culture Publisher, 2015. ISBN 979-11-85954-11-0. 296p.
4. Y. J. Hwang, *All Design is Different 1: Graphic Design from the Streets of Europe*, Art Culture Publisher, 2013. ISBN 979-11-85954-33-2. 288p.

RESEARCH GRANTS

Incheon (South Korea) Islands Based on AI Technology Organization
Industry-funded project, CDR associates, 300,000 CNY (57,000 SGD)

2021.1 - 2022.12 Construction of a Digital Culture and Creative Product Design Technology System for Cooperation Among 'Belt and Road' Countries
Government-funded research project. 27,000 CNY (5,130 SGD)

HONORS AND AWARDS

One For all For One

Best Creativity (2018), Convergence Art & Design International 2018

Full map of Keumkang

Special Prize (2023), 2023 KSDS International Fall Invitational Exhibition

EXHIBITIONS

1. 2025.02.11-14, Group Exhibition, ***Naksan Seoul City Wall Trail***, University of the Ryukyus, Okinawa, Japan
2. 2025.07.23-25, Group Exhibition, ***D-DAY***, Harbin Sport University, Harbin, China
3. 2024.02.21-23, Group Exhibition, ***Gold Cabinet Diagram***, Dongdaemun Design Plaza (DDP) Art Hall, Seoul, Korea
4. 2024.07.24-26, 2024 Group Exhibition, ***Folk painting of Rich Peony***, Tashkent University of Information Technologies(TUIT), Tashkent, Uzbekistan
5. 2024.02.15-19, Group Exhibition, ***Together***, IED Istituto Europeo di Design, Barcelona, Spain
6. 2024.08.23-26, Group Exhibition, ***Hanriver and Namsan***, University of Guam, Guam, U.S.A
7. 2024.09.09-13, Group Exhibition, ***Jinkyung Graphic No.11: Uidong Valley***, North China University of Science and Technology, Tangshan, China
8. 2024.06.07-09, Group Exhibition, ***Hanriver and Namsan***, Muakrotary Club Hall of Yonsei University, Seoul, Korea
9. 2023.06.16-21, Group Exhibition, ***Design landscape***, Ajeong Art Museum at Indeok University, Seoul, Korea
10. 2023.06.27-28, Group Exhibition, ***AI landscape painting: Inwangjesakdo***, Hokusyo University, Sapporo, Japan
11. 2023.05.19-23, Group Exhibition, ***Il-wol-o-bong-do***, ERICA Lion's Hall at Hanyang University, Ansan, Korea
12. 2023.11.01-05, Group Exhibition, ***Full map of Keumkang***, Hall D at Coex, Seoul, Korea

13. 2023.09.06-12, Group Exhibition, ***Mountain and River***, North China University of Science and Technology, Tangshan, China
14. 2023.06.16-20, Group Exhibition, ***/Imagine: Please interpret the Apple brand as you think and design it --v 5 --ar 2:3***, A&D Gallery at Kyung Hee University, Seoul, Korea
15. 2021.11.06-13, Group Exhibition, ***Similarity makes a group***, Seoul Arts Center, Seoul, Korea
16. 2021.11.23-12.3, Group Exhibition, ***Between the Culture***, Art gallery at Beijing Institute of Technology(BIT), Beijing, China
17. 2019.12.11-17, Group Exhibition, ***Tripitaka Koreana _ UNESCO World Heritage in 1995***, Hongik Daehangno Art Center, Seoul, Korea
18. 2018.10.10-15, Group Exhibition, ***Dependent Origination***, Gallery IANG, Seoul, Korea
19. 2018.11.15-18, Group Exhibition, ***One for all for one***, Yuanpei college of Shaoxing University, Shaoxing, China
20. 2018.10.18-24, Group Exhibition, ***Indramang***, College of Fine Arts at Seoul National University, Seoul, Korea

PORTFOLIO

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iew?usp=sharing](https://drive.google.com/file/d/1IV7yjHepP2aZOG_ts_azFTUt0_XDG_np/view?usp=sharing)

PORTFOLIO SELECTED WORKS

[Chap. 1 Brand Visual Identity Portfolio](#)
[Chap. 2 Commercial Design Portfolio](#)
[Chap. 3 Exhibition Portfolio](#)

HWANG YOUNJUNG