

Joongmin Park (Michael) | 박중민

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Portfolio — <https://michaelipark.github.io/portfolio2026/>

About

Digital Product Designer specializing in rapid prototyping and tech-driven solutions. Utilizing a CS technical approach (HTML/CSS/JS), I quickly test usability, enforce accessibility, and iterate based on user feedback. At a macro level, I focus on building scalable design ecosystems rather than isolated solutions, strategically aligning stakeholders around long-term platform growth and user-centric goals.

Experiences

Swave Studios — Toronto, Canada

<https://www.swavestudios.com/>

Junior Industrial Designer

2025 October - 2025 December

Key Project: AgeTech Service Incubation — Elderly in-home care monitoring / Aging-in-place monitoring

Applied design thinking methodologies to develop user-centric design solutions, transitioning conceptual frameworks into practical, scalable applications.

Collaborated in cross-functional teams and stakeholder meetings to align design strategies with overarching project and business goals. Streamlined project development workflows and produced professional documentation to support end-to-end design execution.

Cadillac Fairview — Toronto, Canada

<https://www.cadillacfairview.com/>

Student Designer

2025 October - 2025 December

Key Project: Sherway Gardens — The New Roots Initiative
Redesigned spatial touchpoints and customer journey

Collaborated directly with corporate clients and internal stakeholders to conduct spatial UX research and deliver physical-digital design solutions.

Managed continuous communication throughout the end-to-end project lifecycle, ensuring alignment between cross-functional teams and client objectives.

Designed innovative environmental interactions and touchpoints aimed at elevating consumer engagement and spatial experience.

OCAD University – Copy & Printing — Toronto, Canada

<https://www.ocado.ca/student-services/copy-and-print>

Student Monitor (Production)

2023 September – 2024 April

Managed large-format printing operations and high-volume production workflows, ensuring precision and quality control for student and faculty projects.

Resolved technical and operational challenges in a fast-paced environment through collaborative problem-solving.

Ieumgil (HR Consulting Firm) — Seoul, South Korea

<https://ieumgil.com/Main>

Graphic Designer/Proposal Designer (Part-time)

2022 November – 2023 March

Key Clients: Korea Hydro & Nuclear Power (KHNP) | Ministry of National Defense (MND) | Korean National Police Agency (KNPA)

Executed end-to-end information and proposal design for high-stakes government projects, ensuring compliance with strict regulatory and technical requirements.

Facilitated strategic alignment during government stakeholder meetings within high-volume service design environments to capture and translate complex business needs.

Applied a formal visual design language to transform complex data and institutional requirements into clear, actionable, professional documentation.

Projects

OnGen Radio (AR / Spatial UX)

Undergraduate Thesis | Sep 2025–Apr 2026

AR glasses-based social radio platform built on spatial mapping

Reimagining radio as ambient, place-aware social media. Tested with 147 users across 408 sessions during thesis exhibition: 34.6% personal podcast adoption, 35.6s median interaction depth.

TokenTrust (Service Design / Regulatory)

Team Lead · Team of 5 | Mar–Apr 2026 (6 weeks)

Service design strategy for an ethical AI data governance platform

AI data governance platform converting user data into compensable value via a DQI–token–credit loop, with a Canada-specific compliance blueprint (PIPEDA, FINTRAC, ISO/IEC 42001).

Skills

Documentation:

Microsoft PowerPoint | Microsoft Excel
Adobe Illustrator | Adobe Photoshop

Web Development:

HTML / CSS / JS / React
(Tool Assisted level) | Figma | Framer

Prototyping/VFX:

Autodesk Fusion360 | Rhino3D |
KeyShot | Blender3D | Cinema4D

Education

OCAD University – Industrial Design (BDes):

2020 September - 2026 June

Bachelor of Design (Hons), Industrial Design • Cumulative GPA
3.7 / 4.0

Awards

ACIDO Rocket Finalist:

2026 May

Finalist for an industrial design solution for its potential community-centered value. <https://acido.info/OnGen%20Radio>

Additional Experience

Sergeant (SGT), Squad Leader | 2021 May – 2022 November