

SHIM HAYEON's CV

Creative Project Manager | Media Artist | Director

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Creative Project Manager and Media Artist operating at the intersection of art, technology, and industry.

Demonstrated success in leading theme park scale Art-Tech projects from concept to public delivery.

Specialized in directorial storytelling and pioneering AI-integrated creation workflows.

Expert in designing immersive interactive experiences by blending artistic vision with technical proficiency.

EDUCATION & SCHOLARSHIP

Chung-Ang University, School of Performing Arts and Media

Seoul, Korea BA in Theatre (Intensive Course) | Graduated Feb 2025

- ◆ Specialized Competency Scholarship (2024-1, 2023-2) (Chung-Ang Univ.)
- ◆ Artistic Talent Scholarship (2023-2) (Chung-Ang Univ.)
- ◆ Academic Excellence Scholarship (2023-1) (Chung-Ang Univ.)

Gyeonggi Academy of Foreign Languages

Gyeonggi, Korea High School Diploma (Japanese & English Major) | Graduated Feb 2020

PROFESSIONAL WORK EXPERIENCE

Dotmill | Seoul, Korea **Creative Project Manager** | Jun 2025 – Present

Directed and managed large-scale (₩2B-5B KRW) public media art projects, overseeing creative execution and concept design (AI Generated Key visuals), system design (holograms, media facades, interactive experiences).

- ◆ **<Tongjeyeong: Light of Peace> (PM & Performance Director)**: Led a ₩2B national heritage project across 9 zones, attracting 130,000+ visitors. Managed all phases from proposal writing and storyboarding to technical team coordination.
- ◆ **(Upcoming) <GD-scope>**: Leading the planning for a high-tech exhibition of K-POP artist **G-DRAGON**.
- ◆ **(Upcoming) <Hasla>**: Developing an immersive forest media art & light show in Gangneung.
- ◆ **AI Initiative**: Designed and led in-house workshops for professionals on practical AI creation workflows.

KADA (Korea Art Directors' Association) | Seoul, Korea **Coordinator & Full Member** | Nov 2024 – Present

Managed secretariat operations, online communications, and event coordination for the 60+ members.

- ◆ **Event Management**: Planned and executed key events including the **2025 New Year's Networking Event** (Planner) with digital art exhibition and the **Annual Assembly** (Host).
- ◆ **Program Coordination**: Coordinated the **KADA-KRIGA Colloquium** and art-tech academic events

NMARA (New Media Art Research Association) | Seoul, Korea **Coordinator** | Nov 2024 – Jun 2025

Supported international media art events and research initiatives.

- ◆ **Somansa Media Wall Installation**: Coordinated the installation for corporate client Somansa.
- ◆ **Event Coordination**: Supported art events such as Artist Talks, **NEW MEDIA ART NIGHT 2025** and edited proceedings for the **ART DIFFUSION** conference.

Joong-ang Ilbo S (Joong-ang Books) | Seoul, Korea **Marketing Intern** | Mar 2022 – Sep 2022

- ◆ Re-branded the **official Instagram channel**, achieving a 50% follower increase (10k+ milestone).
- ◆ Created the Instagram webtoon '**Yawn's Intern Diary**', resulting in 300% increase in user engagement.

PROFESSIONAL QUALIFICATION

- ◆ **Selected Artist**, APE CAMP (Arts Council Korea) | 2025
- ◆ **Full Member**, KADA (Korea Art Directors' Association) | 2025

AWARDS

- ◆ **Excellence Award (Team Leader)**, Seoul Data Hub Data Visualization Competition | 2025
- ◆ **Best Directing Award**, Chung-Ang University Performing Arts Festival | 2024
- ◆ **Excellence Award (Team Leader)**, XR Ideathon (The Ministry of Science and ICT) | 2024
- ◆ **Excellence Award (Team Leader)**, AI Art Hackathon (Seoul National University AI Center) | 2024
- ◆ **Best Stage Performance Award (Producer)**, WTEA International Theatre Festival | 2023
- ◆ **First Prize (Leader)**, ALCP Self-Directed Creative Group (Chung-Ang University) | 2023
- ◆ **Finalist (Asst. Director)**, H-STAR Musical Festival (Hyundai Motor Group) | 2020

SELECTED PROJECTS

HIGHLIGHTED CREATIVE WORKS

- ◆ Director, Composer | **<If You Listen: RESONANCE BEYOND>** (SNU) (AI, Spatial sound) | 2024
Composed a capella and prototyped a multi-channel immersive sound installation with 4+ AI tools
- ◆ Director & Music Composer | **<A Midsummer Night's Dream>** (Space 1959) (Immersive Play) | 2024
Led 50+ person production; Sold-out (1000+ audience); Won Best Directing Award.
- ◆ Producer & Student Director | **<Once Upon A Time>** (International Tour: Beijing, Guilin) (Play) | 2023
Managed international tour of a physical theatre; Won Best Stage Performance Award (WTEA).
- ◆ Producer & Music Arranger | **<The Ddandara - 'Miss Korea'>** (KBS Broadcast, APEC WOM) | 2025
Directed semi-final (KBS x JYP); achieved perfect score; Contracted with JYP subsidiary.
- ◆ Team Leader & PM | **<SEEDME>** (XR Ideathon Winner) | 2024
Conceptualized an AR-based social platform;
- ◆ Designer & Leader | **<Beneath Seoul: The Mind Health Status of Seoul>** (Data Visualization) | 2025

ADDITIONAL WORKS

- ◆ Head of Video Team & Director | Musical Club **'Reprise'** (Chung-Ang Univ.) | 2020 – 2022
Directed 4 music videos and led production for 30+ contents, achieving 100,000+ cumulative views.
- ◆ Director | **<What Are You Afraid Of>** (Seong-nam Art Center) (Media Facade) | 2022
- ◆ Playwright | **<15-minutes Intermission>** (Doosan Art Center) | 2022
- ◆ Director & Composer | **<At Night I Go To Universe>** (Space 1959) (Full-length Play) | 2021
- ◆ Producer | **<To Cast Upon The Stars>** (CAU Theatre Lab) | 2024
- ◆ Director & Composer | **<Box Boy>** (CAU Theatre Lab) (One-act Play) | 2021
- ◆ Assistant stage manager | **<Crimson Girl>** (CAU Theatre Lab) | 2021
- ◆ **Video Team** | Chung-Ang University Theatre Dept. | 2020 – 2024
- ◆ Assistant Director | **<Barefoot in the park>** (CAU Theatre Lab) | 2020

ACADEMIC & RESEARCH WORKS

- ◆ Participant | APE CAMP Mission : Speculative Research Project (AI Simulation) | 2025
- ◆ Presenter / Artist | **International Conference ART DIFFUSION (Prequel of TAP)** | 2024
- ◆ Student Researcher | **ATEC Conference Report: 'Research on Korean Theatre Education: The Status Quo and Publicity of Applied Theatre'** (Supervisor: Prof. Lee Yu Kyung) | 2023
- ◆ Founder / Leader | Interdisciplinary Immersive Research Community **'Ready To Play'** (ALCP) | 2023

SKILLS & TOOLS

- ◆ **AI & Prompt Engineering:** Midjourney, RunwayML, Supertone, Google AI, ChatGPT, ...
- ◆ **Creative Software:** Adobe (Firefly, Ps, Ai, Pr, Ae), Final Cut Pro, Logic Pro
- ◆ **Performance & Interactive Tech:** QLab, TouchDesigner, MadMapper, Watchout
- ◆ **Collaboration:** Notion, Google Workspace