



## Letter of Motivation for the appointment to the Cumulus Executive Board

Dear Secretary General Ms. Eija Salmi

It is a privilege to introduce myself to you. As of 2019, I have taken up the post as Dean of PolyU Design - The Hong Kong Polytechnic University School of Design. Before joining PolyU, I have been teaching UX design, Design Methods and Human-centered Design in the Department of Industrial Design at KAIST South Korea for 30 years. During this period I was invited by LG Electronics to serve as Executive Vice President, CDO of the Corporate Design Center for three years, and I also served as President of IASDR (International Association of Societies of Design Research) for six years. During my presidency I signed the MoU of Partnership with Cumulus at Johannesburg South Africa in 2014.

My career path embraces all three key components of the design discipline, *Education* (KAIST and PolyU), *Industry* (LG Electronics), and *Research* (IASDR). Building on these comprehensive experiences, I am highly motivated to contribute to Cumulus, the premier platform for design education. More specifically, I can strengthen Cumulus' research and industry collaborations, in which Cumulus can play a major role in design pedagogy within the context of academia and practice. Ever since its establishment in 1990 Cumulus assumed the role of a broad forum for design education. Now it is time to sharpen its role as the internationally leading design education platform that collects, debates, and unifies the various voices, thoughts, and issues, in order to be more impactful as a singular representative world organization. It is very timely for Cumulus to emerge as such leader while being in earshot of Design's next big paradigm shift.

Again, I am much honored to apply for CEB to apply my rich experiences for the betterment of Cumulus, and I am more than ready to make a meaningful contribution for its future development.

Sincerely Yours

Kun-pyo LEE PhD. HonFDRS  
Dean, School of Design The Hong Kong Polytechnic University  
Immediate Past President of IASDR