**Biographical Sketch**

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**󠇛 Introduction**

*Dr. Choi is an Assistant Professor in the department of Beauty Of Design at Yewon Arts University, Korea. Her research interest Beauty and Fashion Culture studies in nature Science and Beauty, Makeup, Hair, Nail, Dermatology in Life Science. She has been teaching Beauty, Makeup Design, Hair Art, Nail Art and Dermatology related courses since 2002 in Yewon Arts University, Korea,* Kyungbok *University, Korea, Sangmyung University , Korea, Sohae College, Korea, Sungshin Women’s* University extended college, Korea *and Seoul Hoseo Art College, Korea.*

**󠇛 Academic degrees**

*\*B.A. Korea National open University, Division of Human Ecology, Korea*

*\*M.A. Hansung University, Department of Fashion Art & Design . <A Study on the Influence of Tea Tree Essential oil to Improve Skin Condition >, Korea*

*\*Ph.D. Sungshin Women’s University, Department of clothing. <A Study on the Relationship of Makeup Behavior, Psychological Traits and Preference for the Makeup Images of Funeral Picture in Elderly Women>, Korea.*

**󠇛 Honors**

*\* Member of Parliament Award Certificate (2020), Member of Parliament Song Kihun.*

*\** *Appreciation plaque (2019), Yewon Arts University, Korea.*

*\* Member of Parliament Award Certificate (2019), Member of Parliament Shim KIjoon.*

*\* Service Award (2018), World Beauty Cosmetics Association.*

*\* Member of Parliament Award Certificate (2018), Member of Parliament You Sungyop.*

*\* Service Award (2018), The Korea Association for Beauty Cultural History.*

*\* Excellent Leader Award (2018), Association for Beauty Cultural History.*

*\* Member of Parliament Award Certificate (2017), Member of Parliament Woo Wonshik.*

*\* Excellent Leader Award (2017), Association for Beauty Cultural History.*

*\* Outstanding Thesis Award (2017), The International Society of Nail Beauty Design.*

*\* Beauty Master Craftsman Award(2017), The International Society of Nail Beauty Design.*

*\* Award Certificate (2017), Korea Association of Hakwon.*

*\* Outstanding Thesis Award (2016), Journal of the Korean Society of Beauty and Art.*

*\* Excellent Leader Award(2016), Association for Beauty Cultural History.*

*\** *Achievement Award (2013), Korea Nail Art Exchange Association.*

*\* Appreciation Plaque (2009),* *Makeup Committee of the Korean Hairdresser's Federation.*

*\* Service Award (2004), Bukbu Seoul Women Development Center.*

**󠇛 Academic Activities**

*\*2016 - present Director, Korean Society of Beauty & Arts.*

*\*2018 - present Director, Korean Society of knit Design*

*\*2021 - present Director, International Society for Public Value*

**󠇛 Books**

*\*Choi, J. Make-up Pattern Book.* *HKM (2020).*

*\*You, S. & Lee, S. & Choi, E. & Choi, J. & Heo, M. (Essence) Nail Care. Medician (2020).*

*\*Kim, E. & Shin, J. & Lim, S. & Jong, S. & Choi, J. Basic Skin Care Practice. We Books (2019).*

*\*Kim, N. & Jeong, E. & Choi, J. & Heo, J. Introduction to Beauty Science. Hyungseul (2018).*

*\*Kim, D. & You, J. & Lee, J. & Choi, J. & Hwang, S. Beauty Color Design: Color Design and Color Planning for Beauty majors. HKM (2018).*

*\*Choi, J. Public Health. We Books (2017).*

*\*Kim, D. & Kim, E. & Choi, J. Introduction to Make-up. HKM (2014).*

*\*Kim, D. & Park, K. & Son, M. & Choi, J. (Complete conquest) Workbook for nail beauticians: Organizing expected questions according to the criteria for the examination. HKM (2014).*

*\*Kim, D. & Kim, E & Choi, J. Nail Beauty. HKM (2014).*

*\*Kim, D. & Choi, E. & Choi, J. & Hwang, S. Illustration to illustration. HKM (2013).*

*\*Kim, D. & Kim, E. & Kim, Y. & Kim, H. & Choi, J. & Hwang, S. Makeup to Makeup. HKM (2013).*

*\*Kim, D. & Choi, E. & Choi, J. & Hwang, S. pattern to pattern. HKM (2013).*

*\*Kim, D. & Kim, E.& Choi, E. & Choi, J. & Hwang, S. Nail to Nail. HKM (2013).*

**󠇛 Journal articles**

*\*Baek, S. & Choi, J. A Study on the design of Art Mask Based on Traditional Korean Patterns and Obang Color in MODERN. Public Value , 6(2), 45-21 (2021).*

*\*Park S. & Choi, J. A Study on Military Makeup Design With Camouflage Characteristics during CRISIS. International Journal of Crisis & Safety , 6(2), 19-27 (2021).*

*\*Yeom, J. & Lee, J. & Choi, J. Color Reproduction with Drag Queen and Makeup PROTECTION. Protection Convergence, 6(1), 33-40 (2021).*

*\*Kim, N. & Baek, S. & Choi, J. A Study on the Nail Art Design of Andy Warhol's Works to Protect HUMAN NAIL DISASTER. International Journal of Human & Disaster, 6(1), 36-44 (2021).*

*\*Yeom, J. & Lee, J. & Choi, J. Analysis of Properties of Deconstruction & Hair Expression Components in Maison Margiela Collection. Public Value, 6(1), 38-50 (2021).*

*\*Seo, J. & Song, J. & Choi, J. The Effects of Sociocultural Attitudes toward Appearance on Makeup Behavior and Interpersonal Relations of Working Woman. The Journal of the Korean Society of Knit Design, 18(3), 36-47 (2020).*

*\*Park, N. & Choi, J. Effect of the Skincare Behavior of Modern Men in Their Teens and Fifties on the Purchase of Cosmetic Products and Makeup Cognition. The Journal of the Korean Society of Knit Design, 18(1), 1-10 (2020).*

*\*Choi, J. & Heo, M. Nail design with decorative representations of Walter Crain picture book illustrations.* *The Journal of the Korean Society of Knit Design, 18(1), 26-33 (2020).*

***\*****Choi, J. & Heo, M. Study on Impact of Heterosexual Attachment Types on Interest in Appearance and Interest in Make-up. 22(1), 87-99 (2019).*

*\*Choi, J. & Hwang, S. A study on art makeup design development using aesthetic characteristic in Hwajodo. Journal of Korean Traditional Costume, 8(1), 49-59 (2018).*

*\* Seo, J. & Choi, J. The Analysis on Female College Student’s Self-Images by Personalities. The Journal of the Korean Society of Knit Design, 16(2), 29-37 (2018).*

*\*Choi, J. & Han, S. Analysis on Cosmetic Attribute and Apparel Benefits by Characteristic Types in Middle-aged Women. The Journal of the Nail Beauty, 6(1), 43-49 (2018).*

*\*Choi, J. & Hwang, S. Analysis of the Influence of Makeup Motives on Cosmetics Purchasing Tendency and Behavior in College Women. Journal of the Korean Society of Beauty and Art, 19(1), 57-69 (2018).*

*\*Choi, J. & Hwang, S. A Study on Cosmetic Images of the Elderly Women due to the Personality and Makeup Behavior. The Journal of the Nail Beauty, 5(1), 1-7 (2017).*

*\*Shim, Y. & Choi, J. A Study on the Development Direction of the Beauty Industry according to the 4th Industrial Revolution. The Journal of the Nail Beauty, 5(1), 29-35 (2017).*

*\* Choi, J. & Han, S. A Study on the Preference Difference between General Makeup Images and the Makeup Images of Funeral Portraits in Elderly Women. The Journal of the Nail Beauty, 5(1), 45-53 (2017).*

*\* Choi, J. & Han, S. & Hwang, S. A Study of the Effects of Sexual Harassment on Job Stress and Turnover Intention among Beauty Industry Workers. The Journal of the Nail Beauty, 5(1), 55-62 (2017)*

*\*Kim, K. & Choi, J. A Study on the Relationship between Makeup Behavior, Psychological Traits and Preference for the Makeup Images of Funeral portrait in Elderly Women. Journal of the Korea Fashion & Costume Design Association, 181), 1-10 (2016).*

*\*Kim, K. & Kim, D. & Choi, J. A Study on Craig Owens's Allegorical Expression in Nail Design. The Journal of the Korean Society of Knit Design, 12(3), 54-63 (2014).*

*\* Kim, K. & Kim, D. & Choi, J. Promotion Effect of Self Confidence and Esteem Effect in Elderly Women by Makeup. Journal of the Korean Society of Cosmetology, 20(5), 834-840 (2014).*

*\* Choi, J. A Study on the Service Preference of Nail Shops.* *The Journal of the Nail Beauty, 1(2), 57-65 (2013).*

*\* Choi, J. A study on the comparative analysis of skin make-up and the lighting between a color TV and a HDTV drama. The Journal of the Nail Beauty, 1(1), 17-28 (2013).*

*\* Choi, J. A Study on the History of the Korean horror film and the introduction of special makeup-From < A Public Cemetery Of Wolha, 1967 > to < The Gingko Bed, 1996 >.* *The Journal of the Nail Beauty, 1(1), 75-86 (2013).*

*\* Choi, J. A Study on the Hair Makeup Shown in the movie <Gone with the Wind >. The Journal of the Nail Beauty, 1(1), 99-112 (2013).*

*\* Choi, E. & Choi, J. A Study on the Design of Nail Art Utilizing Korean Paper - Focused on creation of art works with the theme of ‘Sagunza’ -. Journal of The*Korean*Society of Investigative cosmetology. 8(4), 313-319 (2012).*

*\*Choi, J. & Hwang, S. A Study on the Hollywood Special Make-up of History , Development and Technique. Journal of the Korea Beauty Art Society, 10(1), 39-52 (2012).*

**󠇛 Conference proceedings**

*\*Baek, S. & Choi, J. A Study on the Design of Art Mask Based on Korean Traditional Style and Obang Colors. The 4th international short Training (2020).*

*\*Park, S. & Choi, J. A Study on the Make-up Design Using the Camouflage Characteristics of the Military Look. The 4th international short Training (2020).*

*\*Yeom, J. & Choi, J. A study on the Color Representation in Drag Queen's Make-up. The 4th international short Training (2020).*

*\*Lee, J. & Choi, J. Effect of the Skincare Behavior of Metrosexual Men on the Purchase of Cosmetic Products and Makeup Cognition. The 4th international short Training (2020).*

*\*Kim, N. & Choi, J. The Study on the Design of Nail art applying Andy Warhol Works. The 4th international short Training (2020).*

*\*Choi, J. & Han, S. Analysis of Touchpoint Design in Terms of Recent Fashion Brands. 2019 Autumn Conference of The Korean Society of Knit Design (2019).*

*\*Seo, J. & Song, J. & Choi, J. The Effects of Sociocultural Attitudes toward Appearance on Makeup Behavior and Interpersonal Relations of Working Woman. 2018 Autumn Conference of Korean Society of Beauty and Art (2018).*

*\*Shim, Y. & Choi, J. A Study on the Direction of Consumer Protection according to Cosmetic Safety Trends. 2017 Summer Conference of Korean Society of Nail Beauty (2017).*

*\*Shim, Y. & Choi, J. A Study on the Development Direction of Beauty Industry in accordance with the Fourth Industrial Revolution. 2017 Summer Conference of Korean Society of Nail Beauty (2017).*

*\*Choi, J. & Han, S. Analysis on Cosmetic Attribute and Apparel Benefits by Characteristic Types in Middle-aged Women. 2016 Autumn Conference of Korean Society of Nail Beauty (2016).*

*\*Seo, J. & Song, J. & Choi, J. The Effects of Sociocultural Attitudes toward Appearance on Makeup Behavior and Interpersonal Relations of Working Woman. 2016 Autumn Conference of Korean Society of Beauty and Art (2016).*

*\*Choi, J. A Study on the Difference Between Common Makeup Images and the Makeup Image of the Funeral Portrait in Elderly Women. 2016 Spring Conference of Korea Fashion & Costume Design Association (2016).*

*\*Choi, J. A Study on Cosmetic Images of the Elderly Women due to the Personality and Makeup Behavior. 2015 Autumn Conference of Korea Fashion & Costume Design Association (2015).*

*\*Choi, J. A Study on the Relationship between Makeup Behavior, Personality, Death Attitude, Depression and Young Picture Makeup Image Preference in Older Women. 2014 Autumn Conference of Korea Fashion & Costume Design Association (2014).*

**󠇛 Exhibition**

*\*<Trail>. Vocational College of High Technology, Hanoi (2021).*

*\*<Passion in Red>. Vocational College of High Technology, Hanoi (2020).*

*\*< Dream In Blue>. Makeup Atelier, London (2019).*

*\*< plum blossom>. Italy belle arti's Hall, Firenze (2018).*

*\*<The fragrant ground>.6th Street of Gwangjingyo, Seoul (2016).*

*\*<Mask art that is well harmonized with nature>. Hyundai Art Gallery, Seoul (2016)*

*\*<Feast of Birds>. Soongsil University, Seoul (2015).*

*\*<The Light of the Heavens>. Hainan University, Haikou (2014).*

*\*<Change trend>. Scalartium Artspace, Seoul (2014).*

*\*<Window of mind>. Scalartium Artspace, Seoul (2014).*

**󠇛 Certificates**

*\*Shop Master Grade 3 Certificate. Korea Institute of Development (2018).
\*Hairdresser's license (nail).Human Resources Development Service of Korea (2015).*

*\*Teacher's Certificate (Advertise Grade 2 Beauty). Jeollabukdo Office of Education (2013).*

*\*Certificate of Nail Technology Instructor. Korea Nail Art Exchange Association (2013).*

*\* Vocational Skills Development Training Teacher Certificate. Ministry of Employment and Labor reserved*

 *(2012) .*

*\* Teacher's license (Hair Technician's license). Sohae College (2012).*

*\* Makeup Technology Instructor Certificate. Korea Make-up Artist Association (2009).*

*\* Hairdresser's License. Nowon-Gu Office (2006).*

*\*Hairdresser's Certificate (comprehensive). Human Resources Development Service of Korea (2005).*

*\*Aromatherapy International Certificate. IFPA (2003).*