

# Hobum Moon, AICP, LEED AP BD+C, ND, SITES AP

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## PROFESSIONAL EXPERIENCES

### **Project Manager | FXCollaborative**, New York NY

11/2018-Present

- Managed site planning projects including a mixed-use development located in the Bronx adjacent to one of the new planned Metro-North Stations. An 8-acre site with a publicly-accessible station plaza and landscaped open space, and 2 million square feet of residential, retail, school, and office space.
- Led a confidential waterfront planning project located on Brooklyn waterfront including one million square feet of mixed-income residential, retail, school, affordable senior units, and parking. The project also offered a new waterfront home for a museum with publicly-accessible landscaped open space.
- Managed preliminary development plan and zoning studies including an 18-acre site immediately adjacent to one of the new planned Metro-North Stations in the Bronx to better understand the potential land value implications and to inform the City's zoning revisions.

### **Urban Designer and Planner | WXY Architecture + Urban Design**, New York NY

08/2015-09/2018  
05/2014-08/2014

- Developed diverse planning / urban design projects for applications to NYC Department of City Planning (DCP), NYC Economic Development Corporation (EDC), and NYC Public Design Commission (PDC), including overviews of neighborhood context, urban design strategies, zoning analysis, commercial needs, transit networks, massing scenarios, and parking layouts.
- Worked on the East Harlem Neighborhood Plan study which received 2016 APA New York Metro Meritorious Achievement. The East Harlem Neighborhood Plan process was established to create a community-based neighborhood-driven plan that addresses the needs of existing residents and informs the Department of City Planning's pending rezoning. Hobum worked on rezoning scenarios and affordable housing yield capacity analysis for the Neighborhood Plan. For the capacity analysis, he calculated the number of housing units on private sites, NYCHA, and other public sites after analyzing a Reasonable Worst Case Development Scenario.
- Managed the redevelopment alternatives study to redesign the NYS Thruway (I87/I287) Exit 10 interchange in the Village of South Nyack, and conducted existing zoning analyses and infill massing study for NYCHA's NextGen Neighborhoods Plan.
- Conducted open space and site planning studies including Plaxall's new mixed-use waterfront proposal and TF Cornerstone's Hunters Point South mixed-use plan over the LIRR station in Long Island City, Queens.
- Created urban design diagrams, zoning calculations, and architectural test fits for as-of-right, rezoning, and modification to large-scale residential development (LSRD) projects including the Soundview project to provide additional 1,100 units across two sites in the Bronx.

### **Urban Design Internship | Gensler**, New York NY

09/2013-12/2013

- Co-research leader for "Manhattan's Next Hot Neighborhood" | Analyzed existing zoning districts and Bloomberg administration's Midtown East up-zoning proposal.
- Develop alternative Floor Area Ratio (FAR) transfer proposals for the Midtown East district to encourage building renovation and neighborhood redevelopment in an area of Manhattan currently undervalued despite robust existing and upcoming transit connections.

### **Urban Design Internship | Roger Trancik FASLA Urban Design Consultants**

06/2013-09/2013

- Designed public spaces in five hamlets and prepared presentations to the local communities and the Adirondack Park Agency (APA) | Published in multiple local newspapers. The final product published as "Hamlets 3: Planning for Smart Growth & Expansion of Five Hamlets in the Adirondack Park."

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## TEACHING EXPERIENCES

### Visiting Lecturer | Cornell AAP NYC

#### “CRP 5172 NYC Workshop: Land Use, Environmental, Planning & Urban Design”

Fall 2018-Present

Co-teaching with Robert W. Balder, Executive Director of the AAP NYC Center

This workshop examines the evolving structure of New York City and the way large-scale developments have influenced its form, patterns of growth, opportunities for economic development, value creation, and investment. The coursework and related tours examine the historical forces that have influenced New York City, including models of urban analysis, contemporary theories of urban design, environmental impact analysis, and implementation strategies used in redevelopment projects.

#### “CRP 7970 Visual Communication and Analysis in Urban Design”

Fall 2015-Present

This course is designed for the students in Regional Planning and Landscape Architecture in Cornell AAP’s program in New York City (AAP NYC). The core concept of this course is to provide a step-by-step introduction to utilizing design software to collect complex data, critically analyze the Geographic Information Systems (GIS) data for neighborhood-scale projects, and create diagrams, infographics, drawings, and maps for urban design and planning practices. This course provides a basic understanding of industry-standard urban design programs including ArcGIS, Adobe InDesign, Illustrator, Photoshop, and Rhinoceros 3D.

### Visiting Critic/ Design Juror/ Invited Speaker at CUNY & Cornell

Cornell University, Visiting Critic, “Virtual Places XR Research Studio”, Fall 2020 (Instructor: Prof. Henry Richardson)

Cornell University, Visiting Critic, “Virtual Places VR studio”, Spring 2020 (Instructor: Prof. Henry Richardson)

Cornell University, Invited Speaker, “NYC Colloquium: Professional Practice”, Fall 2019 (Instructor: Robert W. Balder)

Cornell University, Visiting Critic, “Virtual Places VR studio”, Fall 2019 (Instructor: Prof. Henry Richardson)

Cornell University, Design Juror, “Urban Design Studio: Red Hook Shaping A New Neighborhood”, Fall 2017 (Instructor: Adam Lubinsky)

The City College of New York, Design Juror, “East Harlem Urban Design Studio”, Spring 2017 (Instructor: Caitlin Swaim)

### Teaching Assistant at Cornell University

The Trans-Alaska Pipeline System Studio, Spring 2015 (Instructor: Katie Jenkins)

Landscape Symbiosis: Reclaiming Ithaca Falls + Fall Creek Studio, Fall 2014 (Instructor: Catherine De Almeida)

Land Use, Environmental & Urban Design Workshop, Fall 2012 (Instructor: Prof. George R. Frantz)

## EDUCATION

**Cornell University**, Ithaca, NY | GPA: 4.05, ASLA Honor

08/2012-08/2015

- **Master of Regional Planning (MRP) & Master of Landscape Architecture (MLA)**, Urban Design Concentration

- AAP NYC Program, Fall 2013: QueensWay Urban Planning Workshop & Lower East Side Urban Design Studio

**Yonsei University**, Seoul, S. Korea | B.S. in Architectural Engineering in 2012, Architecture Concentration

03/2005-02/2012

**Illinois Institute of Technology**, Chicago, IL | Architecture, Exchange Scholarship, **Dean’s List Honors**

01/2010-12/2010

**Columbia University**, New York, NY | Summer Introduction to Architecture, Non-degree

06/2010-07/2010

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## ADDITIONAL PROFESSIONAL EXPERIENCES

- Urban Planning/Design Summer Workshop at Aalto University**, Helsinki, Finland, Invited Participant 07/2013-08/2013  
- Developed the re-design of the historical-urban block in the City of Jyväskylä, Finland  
- Led the public presentation at Jyväskylä Lyseo High School, Jyväskylä | Published in Finnish newspapers
- Bikeway Suitability Analysis** by using GIS software for Athens & Sayre Boroughs, PA | Research Assistant 08/2012-06/2013  
- Presented to Futurescape (12/2012) and Susquehanna River Trail Association & Carantouan Greenway (06/2013)
- Junglim Architecture** | Architecture Internship 03/2012-05/2012  
- Golf resort master planning. Led modeling for the curvilinear roof structures of the clubhouse.  
- Design competition of Suwon District Court, South Korea (Invitation only basis)
- Samsung Everland w/ Yonsei, Dongguk, Hongik, and Seoul National Universities** | Urban Design Internship 08/2011-10/2011  
- Collaborated with a multidisciplinary team on the "Helsinki South Harbour International Competition"
- JNK Architects** | Architecture Internship 07/2011-08/2011  
- Developed massing and unit layout for Jeju Seum Resort & the Korea Legislation Research Institute projects.
- US Army**, Installation Management Command | Sergeant (Retired), Army Achievement Medal Honor 09/2007-09/2009
- The Office Kokiwoong**, Architecture Internship | Design of Haewoojae Museum (Mr. Toilet House) 06/2007-08/2007
- Cultural Heritage Administration of Korea**, Field surveys/ documentations of Korean traditional houses 07/2006-09/2006

## AWARDS & CERTIFICATES

- ASLA Honor Award**, 2015 American Society of Landscape Architects (ASLA) for Cornell Students 05/2014
- Special Jury Prize for Economic Development**, Better Philadelphia Challenge, Center for Architecture 12/2014
- Kermit C. & Janice I. Parsons Scholarship**, Cornell University Department of City & Regional Planning 05/2014
- Graduation Design Exhibition Korea** at Kyunghee Palace in S. Korea, Invited Designer 01/2012
- Grand Prize**, 2011 **Building Information Modeling (BIM)** Design Awards, S. Korea 11/2011
- The First Prize**, Architectural engineering design studio for graduation projects at Yonsei University 07/2011
- Encouragement Prize**, The 7th Structural Engineers Association Competition, S. Korea 06/2011
- Excellence Award**, Creative Project Exhibition and the Entrepreneurship Roadshow, S. Korea 05/2011
- Freeform Architecture Design Certificate** The 5th Freeform Architecture Design Workshop, S. Korea 06/2007

## ENGAGEMENT PUBLICATIONS

- Urban Design Institute of Korea** "Understanding of Urban Design: Practical Practice", Daega Books Published, 2020
- Greenacre Park Shadow Analysis, The New York Times**, "A Tiny Park Fights for Sunlight Among New York City Skyscrapers" Published, 2017
- Gensler Research Project**, "Can policy change revitalize Manhattan's Midtown East?" Published, 2016
- Association, Volume 8**, "Coastal Resilience: Staten Island's East Shore" Published, 2016
- Design Connect Cornell, Project Manager**, "From Industrial Site to A Public Park, Waterloo, NY" Fall 2014
- Design Connect Cornell, Project Advisor**, "Green Roof & Healing Gardens, Elmira" Spring 2014
- Design Connect Cornell, Team Leader**, "Subdivision Law & Design Guidelines: Protecting Scenic Views of the Town of Wayne, NY" 2013

## SOFTWARE SKILLS

- ArcGIS Desktop/ Pro/ Online/ StoryMaps (Excellent, teaching at Cornell)  
Rhinoceros 3D (Excellent, teaching at Cornell)  
AutoCAD (Excellent), Bluebeam (Excellent)  
Adobe InDesign, Illustrator, and Photoshop (Excellent, teaching at Cornell)  
V-Ray for Rhinoceros (Good), Sketchup (Good), QGIS (Good), Revit (Basic), After Effects (Basic), Ecotect (Basic)