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OBJECTIVE

Product Designer with 6 years of experience in Design Manager and Project Management , Launch 30+ projects.

SUMMARY

- Master of Fine Arts in Service Design
 - Bachelor of Fine Arts in Industrial Design
 - Crucial role as Project Manager and Design Manager from the early stages of the startup to its M&A at 100 million CAD
 - Successful service launch over 10+ (E-commerce, O2O community platform, Health care app with hardware product)
 - Projects with Korean big corporations such as SM entertainment, Samsung, KT, Lotte, Icecream Edu, and others
 - Strong understanding of development environments / processes, including HTML, CSS, libraries, and databases
 - Great Experience in create design systems
 - User testing, Google Analytics, and Hotjar to analyze data into insights and actionable strategies
 - Strong communication skills, capable of effectively expressing ideas and designs to key stakeholders
 - Startup Support Program Lead with a food ingredient analysis web service utilizing OCR technology for individuals with allergies
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PROFESSIONAL EXPERIENCE

Design Manager & Project Manager

Brickmate, Seoul Korea Sep 2020 ~ May 2023

- **Main duties**
 - Team Leadership and Management, Design work, Communication and Collaboration, Decision-Making on Design Direction, Meeting Customer Requirements, Quality Management, Storyboard work
 - **Project : Rebuilding the design team and improving project quality.**
 - Through continuous growth, the design team expanded from 4 members to 10
 - Presentation on the Need for Design Team Restructuring, Current Situation Overview, and Future Value Proposition
 - Internal stakeholders and client satisfaction
 - **Project : Design system**
 - Implementing the development of an in-house design system to streamline work hours for all members and ensure consistent design quality throughout the company
 - Effectively, team members are now able to work in alignment with project timelines, leading to a continuous improvement in design quality
 - **Project : SM Entertainment ([See more](#))**
 - About C\$8 Million project, Concert certification and e-passport service for Global K-pop fans
 - **Project : Samsung ([See more](#))**
 - About C\$1Million project, Exercise assistance and analysis service utilizing Bluetooth hardware
 - **Project : Lotte Home Shopping ([See more](#))**
 - About C\$2Million project, Personalized fashion recommendation service and commerce & community service
 - **Project : Danal Entertainment ([See more](#))**
 - About C\$3Million project, Camera application capable of creating emojis
 - **Project : YZY ([See more](#))**
 - About C\$10 Million project, Educational information platform utilizing real user reviews
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Design Lead & Product Owner

Butler, Seoul Korea 2023

- **Main duties**
 - Design concept, Sprint planning, Scrum operations, team task management, roadmap design, design management, and user data analysis
 - **Project : Design new Landing page and home renewal design ([See more](#))**
 - Retention increase of 4%
 - Exceptionally positive feedback from users
 - Led end-to-end processes of planning, design, development, and QA/QC for three months
 - **Project : Workflow Enhancement**
 - Introduction of a design system
 - Implementation of Jira software for task management
 - Custom design of Notion for data archiving
 - Adoption of a hybrid approach combining Agile and Waterfall methodologies
 - Highest level of member satisfaction
 - **etc**
 - Investor Relations Materials design, and proposals for improving the member signup process and user DB(MySQL).
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Freelancer

Design Jun 2018 ~ Present

- **Bye project(community) / KT / Product Designer / 2023 ([See more](#))**
 - **Ohscnt project(E-commerce) / Ohscnt / Project Manager / 2023 ([See more](#))**
 - **Kohip project(E-commerce) / Middle Studio / Product Designer / 2022 ([See more](#))**
 - **Graduation Exhibition Website / Hongik University / Project Manager / 2021 ([See more](#))**
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UIUX Designer

Carmodes, Seoul Korea Sep 2019 ~ Sep 2020

Designed company's online store, including the product detail pages, brochure

UIUX Designer

Seoul Hotel & Tourism College, Seoul Korea Nov 2018 ~ Sep 2019

Designed company's website, conducted video shooting and editing, and created promotional brochure designs.

PROFESSIONAL EDUCATION

- Master of Fine Arts in Service Design, Candidate : Hongik University, Seoul, South Korea
 - Bachelor of Fine Arts in Industrial Design : The Korean Academic Credit Bank System
 - Associate of Fine Arts in Industrial Design : Incheon Polytechnic, Incheon, South Korea
 - Completed UI/UX Class at the academy
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ADDITIONAL INFORMATION

- Military Service : Administration specialist Sergeant, ROK Army, 2015 ~ 2017
- Managing a design community of over 1500 members for more than 4 years as manager
- Experience in reviewing portfolios for junior designers
- Society of Communication Design member
- Interests : Studying English, Travel, Photograph
- References : Available upon request