

Sang-yun Lee (Armand)

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EDUCATION

Sungkyunkwan University (Bachelor)

Seoul, Korea

Double majoring in Global Business Administration and Data Science

Mar. 2017 – Feb. 2022

- Cumulative GPA: 3.95 / 4.5
- Completed Integrative Mock Consulting Session(I-Core) – Battery Division of LG Chem (2019)
- Completed consulting projects of Pulmuone, Boryung Pharmacy, KB Kookmin bank (2020)

Sungkyunkwan University (MSE)

Seoul, Korea

Service Design Interdisciplinary

Sep. 2022 – Present

- Cumulative GPA: 4.3 / 4.5
- Collaborated on projects involving strategic service design, CX improvement, service planning, and branding strategy with various companies and government institutions, including Samsung, Ministry of Culture, Sports and Tourism, Samsung Seoul Hospital, and the National Rehabilitation Center

WORK EXPERIENCE

Korea National Rehabilitation Center

Seoul, Korea

Research Assistant

Jul. 2024 – Present

- Addressed aging-related issues for disabled with spinal cord injuries, stroke, and developmental disabilities by interviewing 9 individuals and defining the customer journey map (CJM)
- Planned and managed a hackathon to develop a PSS solution based on CJM, in collaboration with SKKU AIEX, managing 40 students and 9 expert mentors
- Designed an automated night duty system for nursing homes using service robots, including policy proposals and business model ideation

SAIHST | Samsung Advanced Institute of Health Science & Technology

Seoul, Korea

Research Assistant

Jul. 2024 – Present

- Participated in welfare & rehabilitation service design project for hospitalized patients using the metaverse
- Designed the UI/UX for planned welfare services in a hospital super app
- Prototyped a collaborative artwork service for hospitalized patients using Unity and Magma

AIEX | Applied Innovation Experience Design Track

Seoul, Korea

Researcher

Jul. 2024 – Present

- Planned & organized internal/external programs and managed students, Hackathon with NRC for instance
- Led a design thinking school for building startups, provided Figma training to students, and published a conference paper based on the project outcomes
- Planning a capstone project in collaboration with Tokyo Polytechnic University, scheduled for Feb.2025

ROKA | Republic of Korea Army

Injae, Korea

Headquarters Company Commander, Forward Observer Officer

Mar. 2022 – Jun.2024

- As the youngest HCC ever, was responsible for commanding back-office operations including strategy, administration, logistics, communications, ammunition, medical services, and supply within the unit
- Oversaw defense and surveillance operations at the forward deployment area, enhanced capabilities and productivity of 60 soldiers
- Served as an forward observer officer at the forefront Guard Post, providing real-time firepower assessment support. Survived from North Korean Missile provocation on Oct.14.2022

SDI | Data-Driven Service Design Business Strategy Consulting

Seoul, Korea

Researcher

Feb. 2021 – Feb. 2022

- SDI is a on-campus research institute related with department of mechanical engineering, service design
- Conducted a customer demographic analysis for the mega-shopping mall brand Shinsegae Starfield: Planned F&B services and designed overall service for newly opening stores
- Managed and experimented digital public communication strategy with Ministry of Culture, Sports and Tourism, selected as an OECD Best Practice
- Completed 'Samsung BESPOKE fandom analysis' project with Household Appliance Division from Samsung Electronics' CE Department

BCG | Boston Consulting Group*Research Analyst***Seoul, Korea**

Oct. 2021 – Dec. 2021

- Completed consulting project related to the automotive camera market
- Investigated global certification and regulation required during vehicle manufacturing process
- Conducted experts interviews and translation duty

Mirae Asset Daewoo*IB, Corporate Finance Division Intern***Seoul, Korea**

Jan. 2019 – Feb. 2019

- Communicated with IR officers at each company and participated in IPO
- Researched and wrote report on domestic aviation market and LCC
- Scored highest in overall evaluation at the end of internship

PUBLICATIONS**Patterning Military Experience for Quality Improvement of Enlisted Soldiers****: A Persona-Based Study on Military Life Cycle Experience Design***Under Review, Korean Academy of Military Social Welfare*Dec.31st, 2024 (Scheduled)

- Conducted interviews with 18 outstanding soldiers to quantitatively measure their military service experiences, followed by pattern analysis and definition of military life cycle

Public service design improvement process – with metro luggage storage service TTOTA Locker-*Published, 2024 KSDS Fall International Conference*

Nov. 2024

- A case study on improving the low-satisfaction public service of subway luggage storage, conducted following the design thinking process

EXTRA-CURRICULAR ACTIVITY**DeepBridge | Customer management AI tool Start-up***President***Seoul, Korea**

May. 2021 – Oct. 2021

- Regular customer mgmt. tool startup using POS data and CCTV data, previously registered in Sungkyunkwan university campus town

GRU | Start-up Strategic Consulting Academy*President***Seoul, Korea**

Jan. 2020 – May. 2021

- GRU's main aim is to help startup companies to get insightful strategies and actually carry it out
- Completed consulting projects with Learning Spoons(Education), Withgoods(Industrial design), I-recipe(Beauty), Sharenido(PropTech), Mobidays(Advertisement), Travely Map(Travel), managed consulting projects with Gbike(Personal mobility) and LaundryGo(Smart factory)
- Led design thinking education and established HR system as a senior member
- Collaborated with SKKU SDI Lab, managed side projects with Ministry of Culture, Sports, and Tourism, and Samsung

AWARDS & HONORS**Songcheon Foundation***KD Pharma-Songcheon Foundation Scholarship***Seoul, Korea**

Aug. 2024

Republic of Korea Army*GP Border Operation Merit Award***Injae, Korea**

Mar. 2023

Mirae Asset Daewoo*Awarded 3rd prize in 2021 Mirae Asset Financial Big Data Festival***Seoul, Korea**

Nov. 2021

Sungkyunkwan University*Yoon Yong-taek SKKU Alumni Association Chairman's Scholarship***Seoul, Korea**

Apr. 2021

Awarded 2nd prize in 14th Convergence Foundation Project

Feb. 2021

Yoon Yong-taek SKKU Alumni Association Chairman's Scholarship

Apr. 2020

SKILL

- **Languages Skills:** English(Fluent), Chinese(Intermediate), and Korean(Native)
- **Computer Skills:** Proficient in MS Office (Excel, PowerPoint, and Word), Python, Tableau, PowerBI, Figma, Unity, AWS