



SUNSET GLEAM

2018

DESIGN THINKING
& CREATIVE DESIGN

As Model

UNDERSTANDING

2019

DATA VISUALIZATION
& ANALYSIS

As Metric

REPRESENTING

2021

BRAINWAVE ANALYSIS
& MEDIA ART

As Mentor

GENERATING

자연

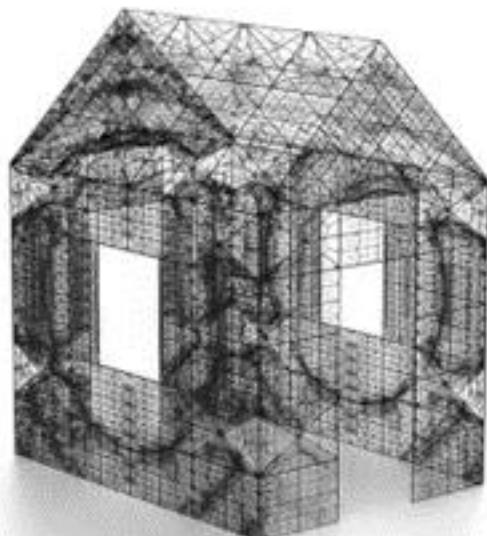
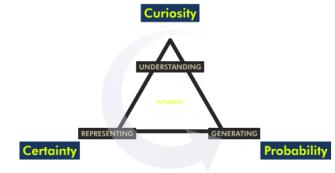
건축

인간

Understanding

Representing

Generating



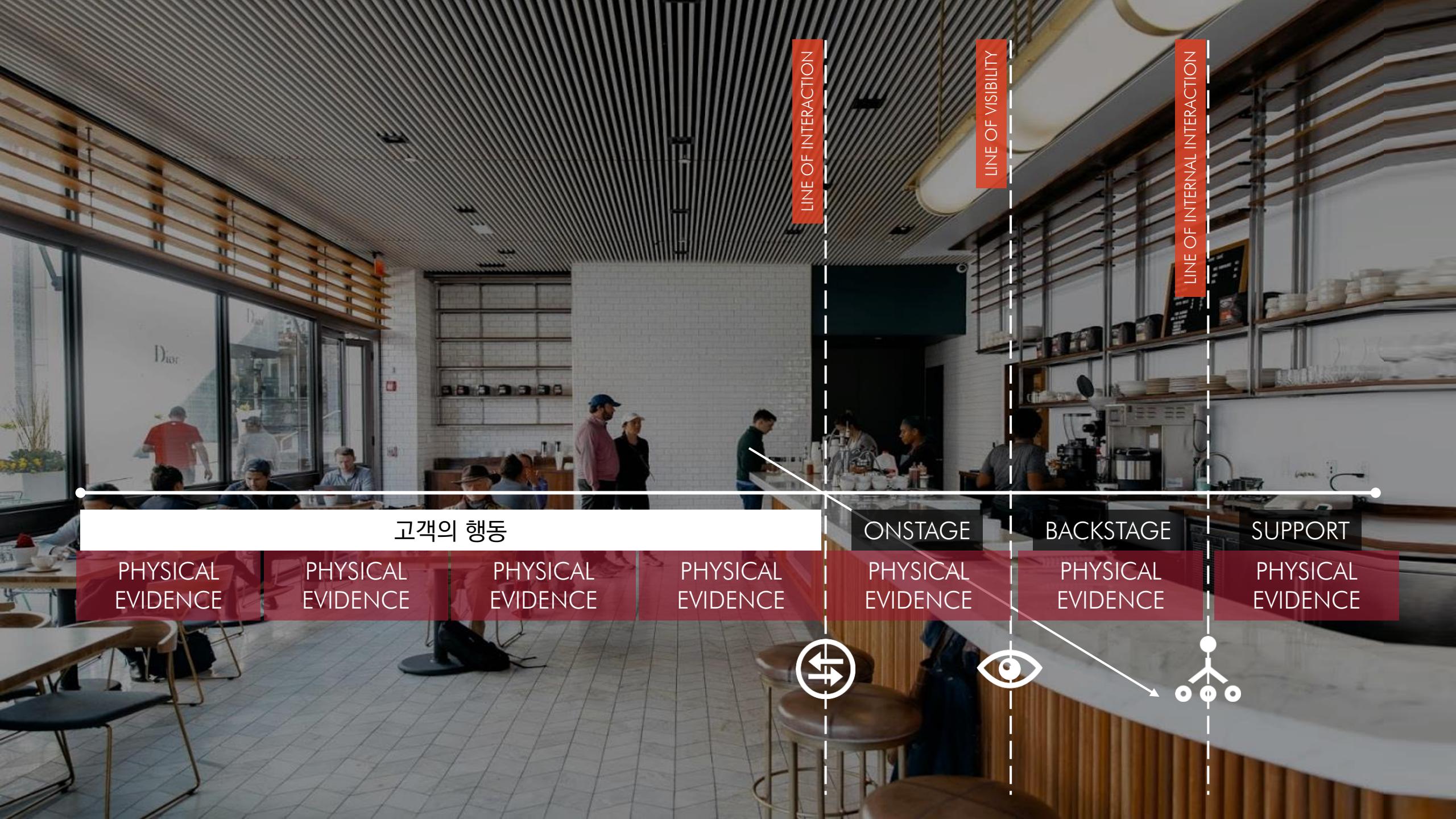
Gwangju Gazebo

Gwangju Design Biennale 2017

A Brief Introduction for Service design

DATA-DRIVEN EXPERIENCE DESIGN







LINE OF INTERACTION

LINE OF VISIBILITY

PRODUCT & SERVICE
POINT & LINE

LINE OF INTERNAL INFORMATION

유용하고
(USEFUL)
쓸만한
(USABLE)
의미있는
(MEANINGFUL)

ONSTAGE
PHYSICAL
EVIDENCE

BACKSTAGE
PHYSICAL
EVIDENCE

SUPPORT
PHYSICAL
EVIDENCE

고객의 경험을
체계적으로 디자인

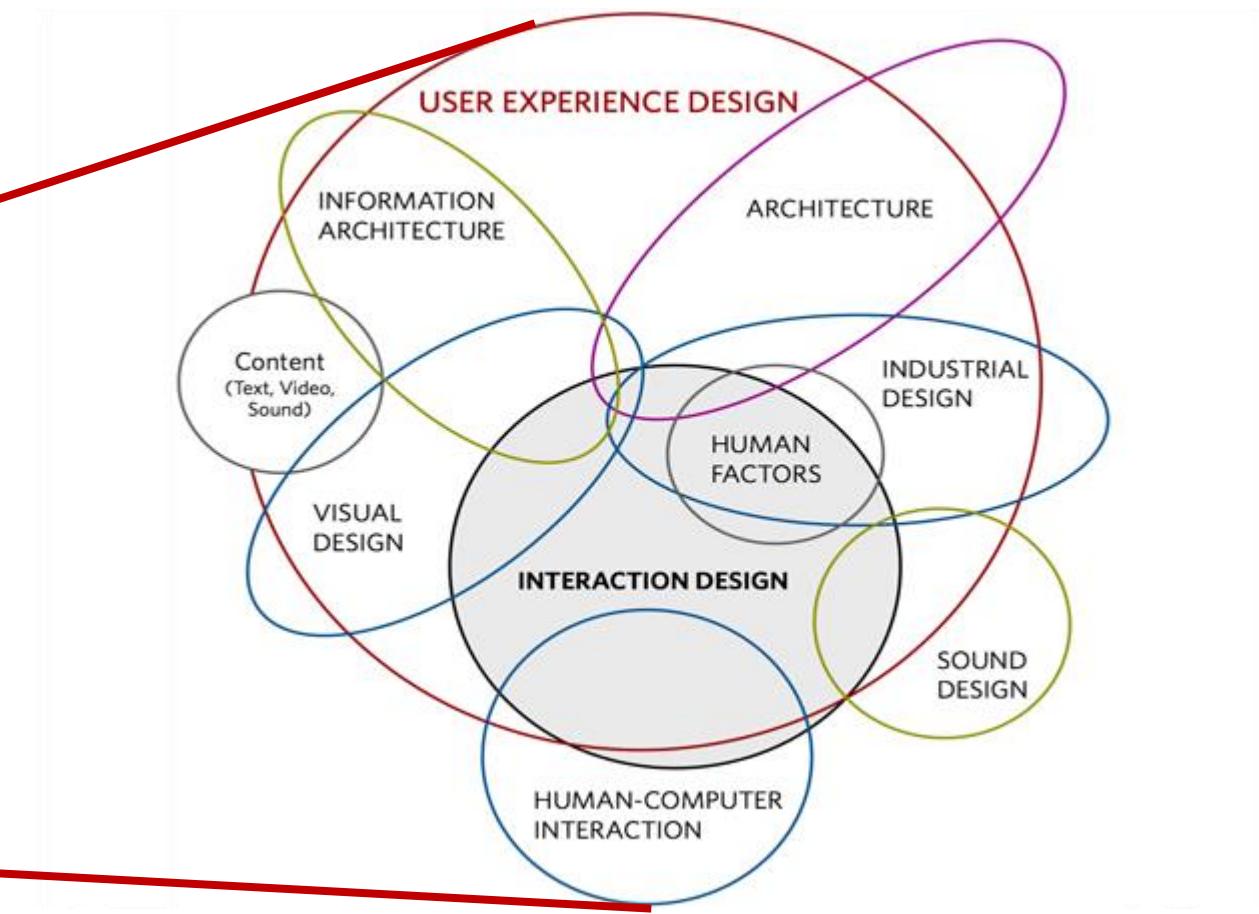
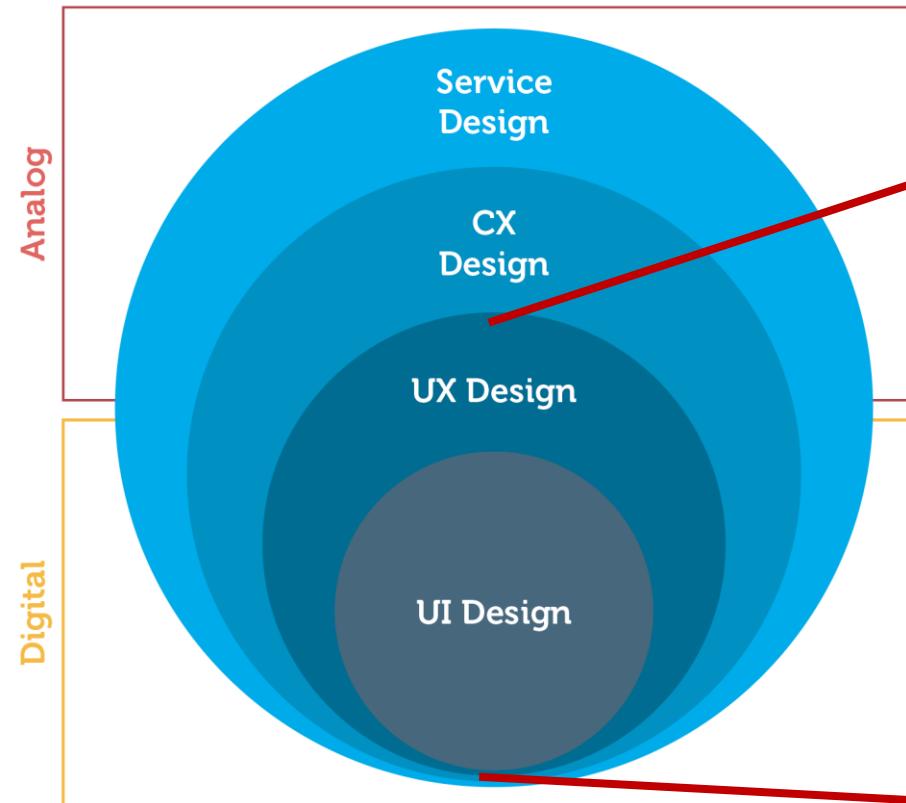
서비스디자인(Service design) 소개

A BRIEF INTRODUCTION FOR SERVICE DESIGN

What is Service Design?

What is Service Design?

The total design spectrum. Service design, Customer experience design, User Experience design and User Interface design



Source: UX Planet



123 석촌호수

PHYSICAL EVIDENCE(CONFIRMATION)

2022 LOTTE Oe Race

석촌호수에서 수영을?
'2022 LOTTE Oe Race' 개최!



LOTTE WORLD

2022
LOTTE Oe Race
Lake Swim + Sky Run

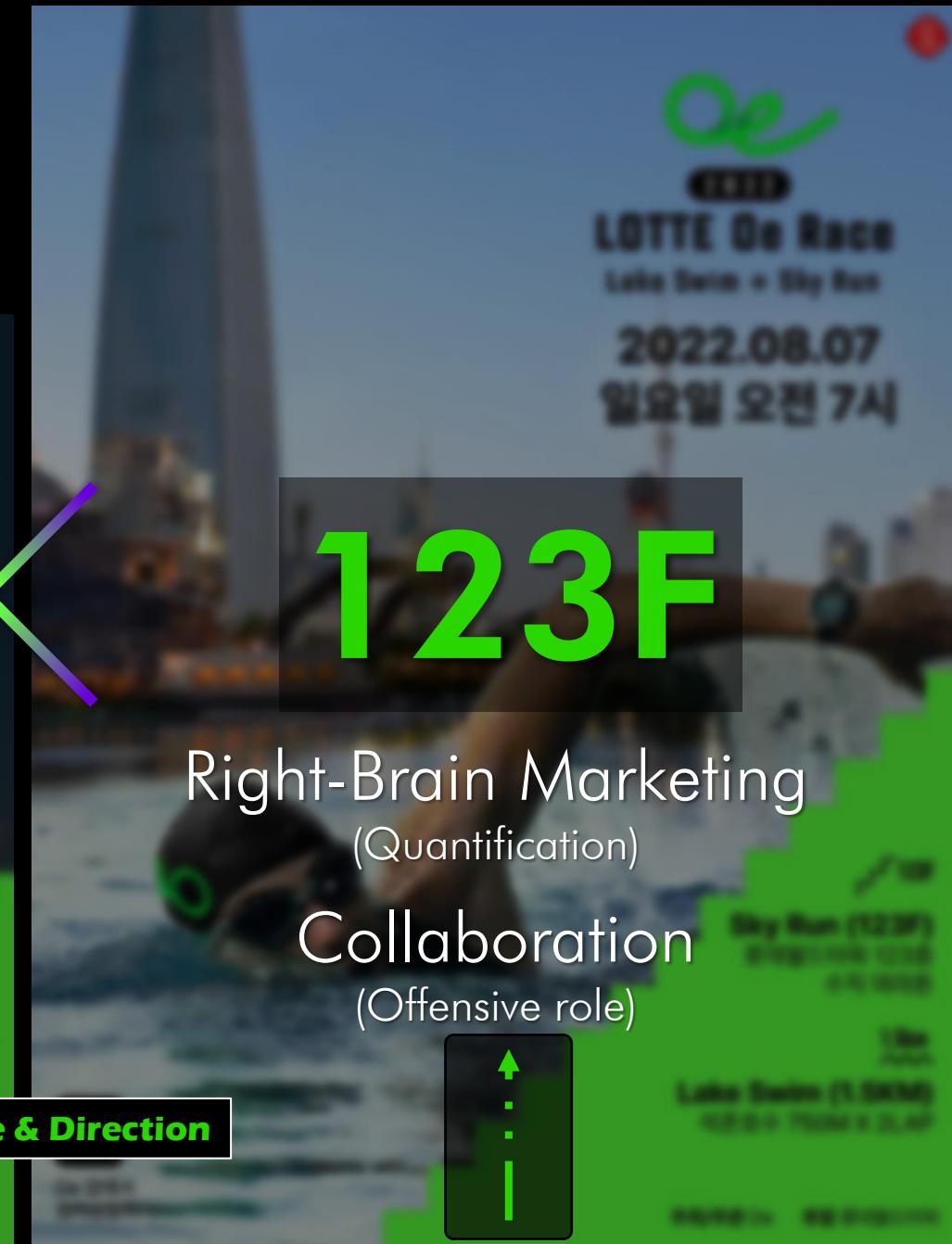
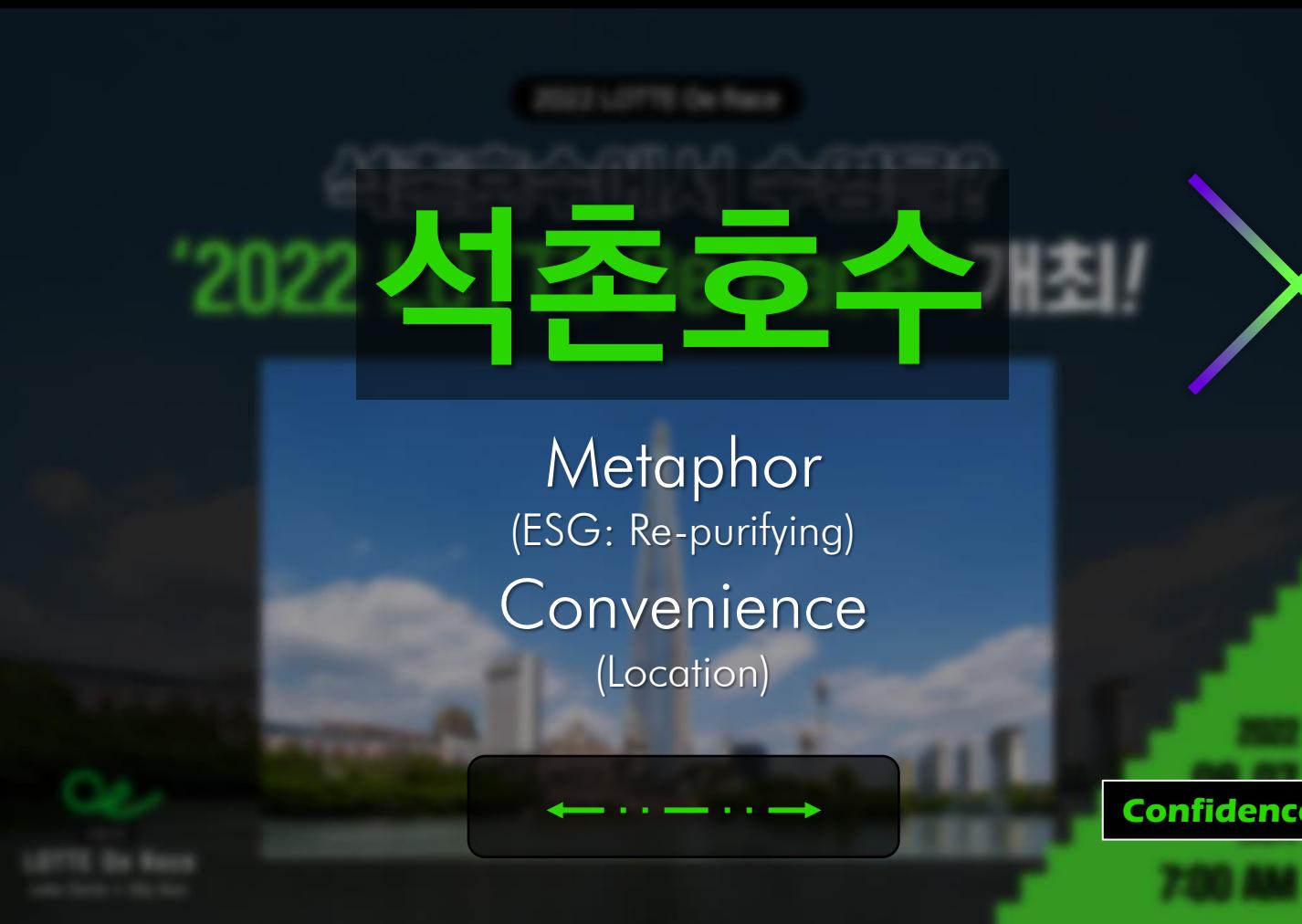
2022
08.07
SUN
7:00 AM

Oe 앱에서
참가신청하기



CASE #1

PHYSICAL EVIDENCE(CONFIRMATION)



데이터기반 경험 (M^3) 전략

모사
模

DATA&SERVICE
AS MODEL

사용자경험
AS MODEL



비견
比

DATA&SERVICE
AS METRIC

사용자경험
AS METRIC

참여경험(**Records**)
공유

통찰
洞

DATA&SERVICE
AS MENTOR

사용자경험
AS MENTOR

사용자경험의
새로운 인사이트
ESG



SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #1



MARKETING

VIABILITY



2022 LOTTE Oe RACE

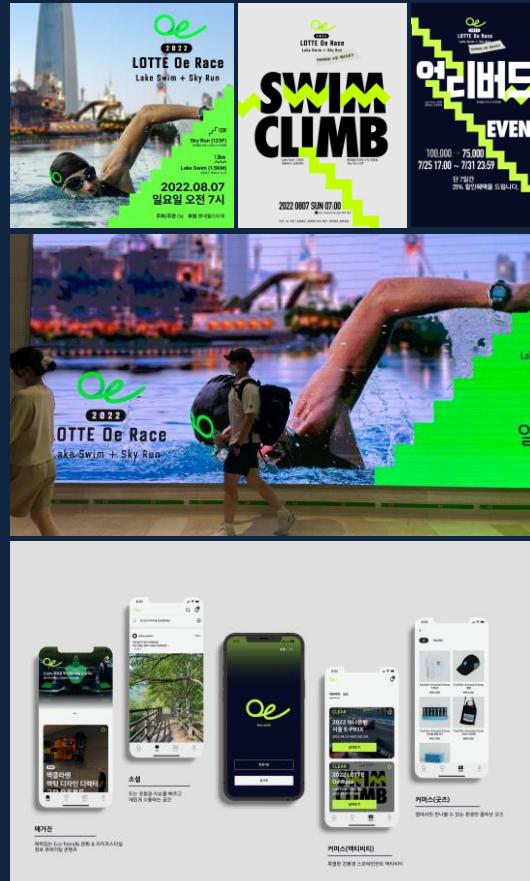
ESG Biathlon

DX
BRAND DESIGN
& COMMUNICATION

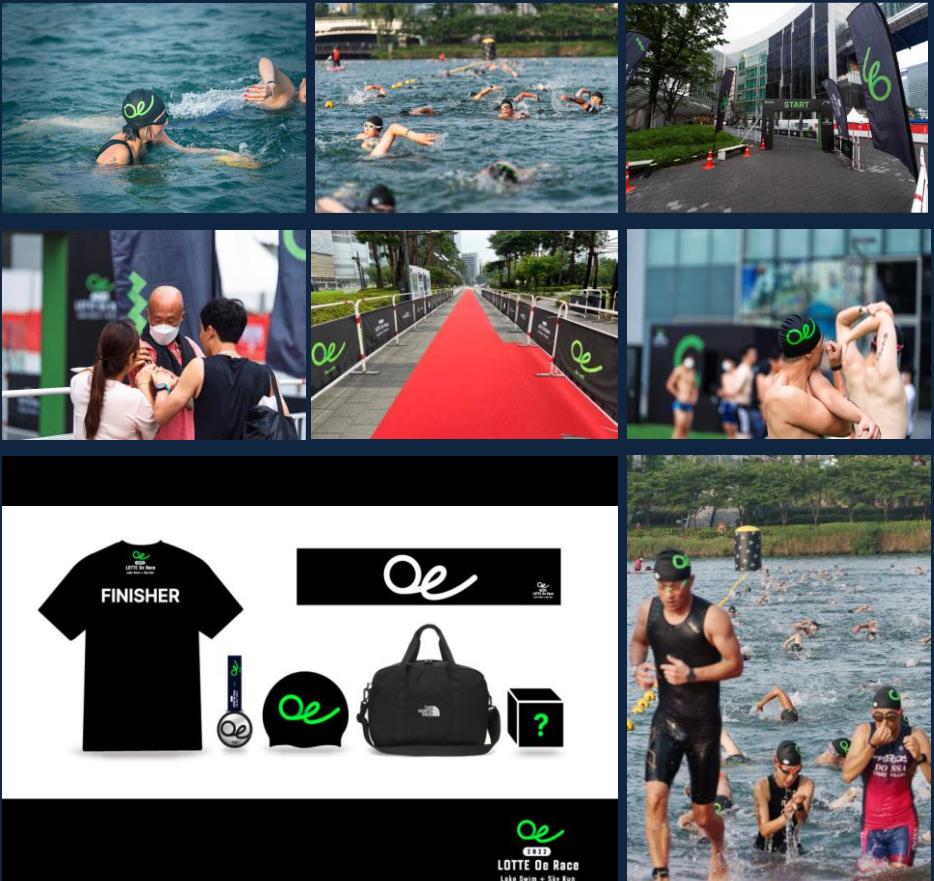


ESG
ESG SERVICE
EXPERIENCE DESIGN

BRAND DESIGN & COMMUNICATION



ESG SERVICE EXPERIENCE DESIGN **CARBON CREDIT**



SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2



E-PRIX 2022. SEOUL

Chief. Strategic Planning Specialist

GENERATIVE
VISUAL DESIGN STRATEGY

MICE STRATEGY
VIABILITY

ABB FORMULA-E
FIA FORMULA-E CHAMPIONSHIP



SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2

MARKETING

VIABILITY

 ABB FORMULA E
FIA WORLD CHAMPIONSHIP





지속가능성을 위한 디지털 플랫폼
ESG DIGITAL PLATFORM DESIGN

MICE
+
SPONSORSHIP
+
DIGITALIZATION

SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2

2022 HANA BANK SEOUL E-PRIX



2022년 8월 13 ~14일 잠실종합운동장

SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2

2022 HAN SEOUL



KARTRIDER
RUSH+

ULAE
MING



2022년 8월 13 ~ 14

SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2



FORMULA E

IS COMING



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SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2



SEOUL

AS
MODEL

카트모델링
KARTS

2022년 8월 13~14

ULA E AS
M I N METRIC

레이싱
RACING



AS
MENTOR

SERVICE INSIGHT
IN DATA-DRIVEN PERSPECTIVE

CASE #2



E-PRIX 2022. SEOUL

LARGE-SCALE DIGITAL MARKETING

WTC. COEX. SEOUL



Visual Communication Design

Experience Shop Design

Brand Management

Metaverse Design

INNOVATION
EXPERIENCE DESIGN STRATEGY

EXPERIENCE

VIABILITY



LARGE-SCALE
COMMUNICATION DESIGN



SERVICE EXPERIENCE
DESIGN



BRAND DESIGN
& MANAGEMENT



METAVERSE DESIGN

A large, dense crowd of people is gathered in front of a stage where several individuals in racing suits are standing on a podium. The stage is decorated with various banners and logos, including "FIA", "ABB FORMULA E", "JAGUAR", and "EVANS".

DATA-DRIVEN EXPERIENCE DESIGN

#Culture&Tech Collaboration
컬처앤테크놀로지 콜라보레이션

“데이터는 확신 그 자체가 아닌
또다른경험을 생성하는 가능성을 생성하게 한다”

*“thinking about designing not the object
but **a possibility to generate objects”***

DATA-DRIVEN X EXPERIENCE

또다른경험

(제너레이티브 경험 디자인의 이해)

성균관대학교
서비스융합디자인
설상훈