

# DESIGNER

## Bomho.Lee

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Education Konkuk University Industrial Design  
Monash University Art & Design Exchange Student

### SKILLS

Business Driven High  
Data Driven High  
Technical Driven High  
UX Research Usability Test, Survey, Interview  
UX Design All 2D/3D/Prototyping Tools

### PATENT

2016 The Office of Patent Administration (KR) Gesture Interface Patent in VR/AR world 10-2016-0072357



### AWARDS

2011 iF International Design Awards Bloom chips (Top 10)  
Reddot International Design Award Bloom chips / Edage roller / Parachute tent  
PINUP Design Awards O2ASIS  
2010 Designer of the tomorrow Konkuk Univ.  
2009 Eco Green Architect Awards Bladder



### CAREERS

2016.11 – Now Coupang Sr.Product Designer B2C,B2B UX Design through business & data driven  
2017.8 – 17.12 SeouJS Co-Founder Javascript group for designers & developers  
2014.9 – 16.10 VTOUCH UX Designer Artificial Intelligence(A.I) Augmented reality(AR) Gesture Principle UX Designer  
2011.12 – 14.2 DAREZ UX Designer On-Offline Service UX Designer  
2010.12 – 11.2 SE Design Product Designer Hardware Designer, UX Analystist

### PROJECT

2019 Marketing Channel Optimization Optimize for Seller's Product Marketing Channel  
Notification Center Service Design for SMS Profitability  
Personalized Promotion Service Design for Cross Category Experience  
Coupon Profitability Service Design for Coupon Profitability  
Design Sprint : Profitability Business, Development & Design Team Sprint for 2019 Goal

2018 Rocket Fresh Service Design for Membership Exclusive Benefits(Dawn Delivery, Fresh Items...etc)  
Coupang Service Framework BX Design for Coupang & Seller Brands  
Rocket Wow Membership Service Design for Membership Awareness, Signup & Benefit  
Home Optimization Optimize Page Scrollable & Category Discoverability by Data  
GNB Optimization Optimize Global Navigation Bar to 7 Patterns in E-commerce  
Design Language System(DLS) Coupang Design Language System Launch

2017 2020 Coupang UX UX Vision Design in 2020 Coupang  
Fashion Project Fashion Shopping Experience Improvement  
Information Glanceability Improvement Information Recognition Cost Efficiency Improvement  
Theshop Service Design for Content Diversification  
Rocket +2days Rocket Delivery BX Design for Island mountains  
Seoul JS Javascript Group for IT People in Seoul

2016 Coupang Discoverability Structure Principle UX Design for Multi Product Discovery  
Erpper Consulting Online Finance Tool  
VTOUCH Car OS Gesture UX Principle Design for Car Devices & Head Up Display  
V.OARD | Interactive whiteboard Pen Gesture UX Principle Design for Education

2015 VTOUCH X LG TV TV & IOT Gesture UX Principle Consulting  
VTOUCH Toolkit Gesture Tracking Analysis Tool  
VTOUCH Digital Signage OS Gesture UX Principle Design for Digital Signage  
VTOUCH Home OS Gesture UX Principle Design for Home Devices

2014 SM Entertainment Theater Online Ticketing Service Design  
Korea Architect 2064 Awards Architect Award Service Design for Korea University  
D.nomade Print C Online Printing Service Design  
Uhbeecon Low-Power IOT Hardware Design

2013 10X10 Wish Consulting 10X10 Online Shopping Service  
LG Beauty N'ser Consulting LG Beauty Social Network Service  
CGV Screen X CGV Screen X Online Introduction Design

2012 NS mall Online NS mall UX Design  
TTTING Friend Intro Social Networking Service Design  
SAMSUNG DMC Smart Wallet Mobile Digital Wallet Experience Design

2011 CJ Smart TV Shopping App TV Homeshopping App Design  
Ku Industrial Design Graduation Exhibition Portable Air-Water Purifier, Kinetic Standing Lighting  
ETTEDA Korea-Japan's Creater Exchange Exhibition  
Caredisk Cushion Posture Care Cushion Concept Design