

# DESIGNER

Bomho.Lee

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Education Konkuk University Industrial Design Graduation (3.93 / 4.5)  
Monash University Art & Design Exchange Student

## Skills

Design 2D : Sketch, Photoshop, Illustrator, Indesign, After Effect, Premiere  
3D : Rhino, Vray, Keyshot, Hand mockup  
Proto : Framer, Kate, Principle, Flinto, Protopie, Invision  
Development Html, Css, Javascript, Jquery, Coffeescript, Firebase  
Managing User Test, Data Analysis, Algorism

## Awards

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



## Careers

2016.11 - Now	Coupang Senior Designer	UX/UI Design from data driven for coupang real users
2014.9 - 16.10	VTU TOUCH UX Lead Designer	Virtual Reality Gesture UX/UI design for indoor and outdoor lifestyle
2011.12 - 14.2	DAREZ UX Designer	UX/UI Service Design for business between online and offline
2010.12 - 11.2	SE Design Product Designer	Electric Home Appliance Research, Design & Mockup

## Project

2017	Home Update v2.0 : Personalization. Purchasing Handler Renewal Category Specialization PLP Optimizing AR Drawing APP Eycounting Renewal Mobile Web	Renewal of home screen through user shopping activity based algorithm Renewing purchase handler to reduce the cost of visual information recognition. Style suggestions widget based on user behavior in Fashion category. Information design and add function such as option picker for quick shopping. Designing drawing app based on AR Kit in iOS 11. Responsive web UX / UI design that can handle accounting tasks from anywhere.
2016	Home Renewal v1.0 : Recommendation. Head Up Display Gesture UX/UI Design Interactive whiteboard : V.oard	User Feedback Data(CTR, PV etc) based recommendation UI design and user test UX/UI principle design for gesture of x,y,z dimensions in driving Gesture and electronic pen interface whiteboard for educating
2015	LG TV Gesture Controller VTU TOUCH Depth Tracking Toolkit Megabox, Lotte Cinema Digital Signage VTU TOUCH TV Gesture UX/UI Design	Gesture UX/UI Controller design of LG TV with IOT services Desktop app design and release for tracking depth of gesture with camera Gesture Content & Interface design and release for Waiting People UX/UI principle design for gesture of x,y,z dimensions in living room
2014	Korea Architect 2064 Awards D.nomade online : Print C Uhbeecon Government Sponsored	UX/UI design and release for Social Architect Award of Korea University Parallax scrolling UI design for printing online service center Low-power IOT product design, Released in Kakao friends Create a hybrid responsive web app using Serverside
2013	10X10 Wish  LG Beauty N'ser Government Sponsored CGV Screen X	10X10 Service Rebranding & Renewal for social effect - iOS/Android/Web <a href="http://www.10x10.co.kr">www.10x10.co.kr</a> Online Social Beauty Channel UX/UI Design for inspiration in infinite scrolling Html/CSS education Online introduction site for CGV Screen X theater <a href="http://www.screenx.co.kr">www.screenx.co.kr</a>
2012	NS mall Renewal  SAMSUNG DMC Smart Wallet	UX / UI design renewal for online lifestyle shopping mall <a href="http://www.nsmall.com/">http://www.nsmall.com/</a> UX/UI design and prototyping for the first Mobile Wallet Experience.
2011	CJ Smart TV Shopping App ERREDA	Between TV show and Shopping App UX/UI design to direct shopping Korea-Japan Design Exchange Exhibition