DESIGNER
BOMHO.LEE

Skills	Business & data driven strategic design
	Creative directing which is based on Full Stack & Top Tier designer
	Project management skills through communication & leadership

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

Patent & awards

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

Period		
2020.12 - Now	GMC Digital Product Manager	Lead of Digital Product Design in Global Marketing Center
2016.11 - 2020.12	Coupang Sr.Product Designer	Business & Data Driven B2C,B2B UX Design
2014.9 - 16.10	VTOUCH UX Designer	Artificial Intelligence(AI) Gesture Interface Designer
2011.12 - 14.2	DAREZ UX Designer	On-Offline Service UX Designer
2010.12 - 11.2	SE Design Product Designer	Hardware Designer, UX Analysist

Experiece

Year		
2022	Global One Platform Design Lead	New LG.com UK pilot launch(Jun 6th), Global roll-out(34 countries, 38 sites)
	LG.com UX Enhancement	Product explore & buy experience optimization
2021	LG Store App Design Lead	LG Store app design for shopping & customer support
2020	Fashion TF Lead of UX	Experience optimization for fashion category(Awareness, Reliability)
2019	Build Seller's Marketing Channel	Build advertisement points within customer journey
	Notification Center	Build notification center for SMS cost improvement
	Profitability Design Workshop	5 days service design workshop
2018	Rocket Fresh	Fresh food category launch through dawn delivery(Member exclusive)
	Coupang Service Framework	Rocket brand communication system design
	Rocket Wow Membership	Coupang membership enhancement design(minimize bounce rate)
	Home Optimization	Optimize discoverability by recommendation and personalization
	GNB Optimization	Optimize Global Navigation Bar to 7 Patterns in E-commerce
2017	Design Language System	Coupang Design Language System Launch
	Shopping Information Optimization	Information hierarchy optimization
	Themeshop	Themeshop launch for lifestyle categories
	Rocket +2days	Regional delivery service launch for mountain & island
2016	Erpper	Online financial management tool consulting
	VTOUCH Car OS	Car & Head Up Display gesture controller & service design
	V.OARD | Interactive whiteboard	Education gesture controller & service design
2015	VTOUCH X LG TV	Living room gesture controller & service design
	VTOUCH Toolkit	Gesture controller callibration tool design
	VTOUCH Digital Signage OS	Digital marketing gesture controller & service design
	VTOUCH Home OS	Home entertainment guesture controller & service design
2014	SM Entertainment Theater	SM 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	10X10 shopping mall renewal
	LG Beauty N'ser	LG social beauty service design
	CGV Screen X	CGV Screen X marketing page design
2012	NS mall	NS shopping renewal
	TTTING	Social networking service design
	SAMSUNG DMC Smart Wallet	Mobile in app digital wallet service design
2011	CJ Smart TV Shopping App	TV Homeshopping App Design
	Ku Industrial Design Graduation Exibition	Portable Air-Water Purifier, Kinetic Standing Lighting
	ETTEDA	Korea-Japan's Creater Exchange Exhibition