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 Analysist

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
	Themeshop	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 Exibition	Portable Air-Water Purifier, Kinetic Standing Lighting
	ETTEDA	Korea-Japan's Creater Exchange Exhibition
	Caredisk Cushion	Posture Care Cushion Concept Design