

LEAD DESIGNER

Hello, I'm

JooYoun Paek.

I create systematic UX models for products coincide digital and physical experiences. My strength is in understanding complex requirements, release cycles and organization structure in global scale to produce simple solutions in sketch, motion prototypes, visual mock-ups and spec level design blueprints as needed. I've been solving realistic product problems for service onboarding, marketplace, voice AI, payment transactions, and multi-device experiences with design and I always enjoy all kinds of research to identify patterns in user behaviors.

Experience

2018-2019

Viv Labs, Inc. San Jose

LEAD DESIGNER / SENIOR STAFF

Created Samsung's AI, Bixby Multi-Device & Marketplace Experience for speaker, smartphone, tablet, watch, TV and refrigerator for global market in collaboration with multi-cultural and lingual teams. Part take in Design Team Operation and producer role.

- Created blueprint for user's sensitive content agreement and category selection flow, meta commands sheets, list navigation UX model and error handling
- Oversee the implementation of the UX model till the launch
- Guided R&D Centers in 9~10 regions to create capsules
- Led workshops for design principle, process and R&R communications

2012-2018

Samsung Electronics, Seoul

SENIOR UX DESIGNER

Created Service UX Design for Android Smartphone, Tablet and Tizen Watch from concept to shipment targeting global market. Services includes media stores, payment, health and voice agent. Created Service UX Writing guidelines for mobile phones. Research studies on Voice AI for automotive & transit systems.

- Created Samsung Pay's core interaction models, led the design team of 11 and won Best New Innovation for Mobile Payment award by Mobile world Congress 2018
- Created Bixby UX concept, led the team of 20~30 and won Good Design Awards 2018
- Created Samsung account device onboarding and settings UX

CONTACT

jypaek@gmail.com
650.250.9966
www.jypaek.com
Palo Alto, CA

EDUCATION

2005-2007

Master of Professional Studies
Interactive Telecommunications
Program
New York University

2000-2003

Master of Fine Arts & Design
Seoul National University

1996-2000

Bachelor of Fine Arts & Art Education
Seoul National University

SKILLS

- Sketch
- Principle
- Adobe CS
- MS Office
- GSuite
- Slack
- Jira
- Youtrack
- Basecamp
- Solidworks
- HTML, CSS
- Arduino Micro Computing
- Processing
- 3D Printing
- Woodshop tools

LANGUAGES

English



Korean



Experience Continued

2006-2012

R/GA, New York

ASSOCIATE CREATIVE DIRECTOR

- Led Nike+ Running creative team for Nike+ Maps that became the platform for Nike Running events and monitor GPS Watch. The work included ideation, consumer experience definition, directing visual design, and managing workstreams with the geospatial service vendor, Johnson McLean. Designed voice feedback feature for the Nike+ GPS App.
- Redesigned and launched the Verizon FiOS service commerce site in 4 months, increasing online conversions by 46% in two weeks.
- Developed and presented the consumer experience flow and wireframes for a 360° marketing campaign and e-commerce site for Barnes & Noble e-reader, nook.
- Created user journeys and designed the desktop, mobile and retail experience for the '3-Year-Future' of Nokia.com global e-commerce site.

2001

Tisch School of Art, New York University, New York

ADJUNCT PROFESSOR

Taught experience design course for the Interactive Telecommunications master's program called 'Be Here Now'.

2005

PJ consulting, Seoul & China

BRAND MANAGER & DESIGNER

Created the brand logo and print applications for the company
Created and built the main website

2002-2003

Jin Sculpture Research Studio, Gwang Ju / Doga Architecture Studio, Seoul

CREATIVE LEAD

- Joined the public monument project team that was commissioned about 7 million USD from Korean Ministry of Defense
- Researched photography of 50 years of Korean modern history in collaboration with JoSun Ilbo, major daily news in South Korea
 - Sketched and designed 4 main pieces of 38 x 1.5 m reliefs that is part of main tower of 50 Year Anniversary Korean War Memorial
 - Crafted the reliefs in clay
 - Lead the team of 5 sculptors for 6-7 months to complete the build

AWARDS & HONERS

2018

Awarded from:

THE GOOD DESIGN

Bixby

2018

Awarded from:

**MOBILE WORLD CONGRESS,
BEST NEW INNOVATION**

Samsung Pay

2011

Awarded from:

**USER EXPERIENCE AWARDS,
GRAND PRIZE**

THE WEBBY

THE CLIO

THE ONE SHOW

Nike+ GPS

2009

Commissioned from:

**THE ARCHITECTURE LEAGUE
OF NEW YORK**

Too Smart City, Sentient City

2008 - 2009

Showcased by:

**MOMA, NEW YORK,
DESIGN AND ELASTIC MIND
SIGGRAPH, LA**

Fold Loud

2004-2009

Showcased by:

**MIT MEDIA LAB, SEAMLESS
WARSAW MUSEUM OF ART
DOMUS MEGAZINE
NEW MUSEUM
MAKE FAIR MEGAZINE
CRAFT MEGAZINE
4DSOCIAL MEGAZINE
THEME MEGAZINE
KAIST, YOUNG**

**INVESTIGATORS' FORUM ON
CULTURE TECHNOLOGY**

Get Lost in Useful Things

References

IAN SPALTER

Head of Design, Tokyo
email@example.com

JAMES HALIBURTON

Chief Experience Officer
TOPP, Sweden
email@example.com

BRANDT FLOMER

Director of Digital Innovation
McKinsey & Company
email@example.com

SARAH COOK

Professor of Museum Studies
University of Glasgow
email@example.com

MENG CHEE

Chief Experience Officer
JP Morgan Chase
email@example.com

JAKYONG LEE

Principle Designer
Samsung Electronics, Seoul
email@example.com

ANDY CLARK

Executive Director, Experience Design
VMLY&R
email@example.com

MARK SHEPARD

Associate Professor
University of Buffalo
email@example.com

ORGANIZATIONS

2019

AMERICAN CANCER SOCIETY
LA COMIDA DE CALIFORNIA
Volunteer

2009-2010

LOWER MANHATTAN
CULTURAL COUNCIL
Artist in Resident

2008-2009

EYEBEAM
Artist in Resident

2004

VERMONT STUDIO CENTER
Artist in Resident

HOBBIES

- Hiking & many team sports
- Cooking & Baking
- Upcycle Crafts
- Puzzle Games

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being worked

FRONT-END DEVELOPER

Hello, I'm Michael Smith.

Hi [Recipient Name],

Pellentesque consectetur id augue id sollicitudin. Curabitur suscipit mi at nisl tempus malesuada. Quisque lobortis, justo in vulputate finibus, risus diam auctor nibh, vulputate cursus purus arcu sit amet justo. In eu nisl ultrices, porttitor ante et, viverra orci.

Nunc accumsan ipsum sed velit dapibus vehicula. Nullam placerat porttitor faucibus. Cras in condimentum velit, at mattis leo. Vestibulum dignissim est non lorem laoreet, quis gravida felis viverra.

Aliquam orci tellus, convallis molestie est ac, pretium interdum sapien. Sed pellentesque ultricies diam, sit amet laoreet eros pretium vel. Donec sed turpis nulla. Integer tincidunt velit et purus faucibus tincidunt. Integer pulvinar, eros at vestibulum lobortis, augue leo eleifend purus, maximus consectetur libero arcu at tellus. In hac habitasse platea dictumst.

Etiam vitae lorem placerat, rutrum risus vitae, laoreet nunc. Maecenas non magna tellus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut a arcu velit. Class aptent taciti sociosqu.

Warmest Regards,

Signature

MICHAEL SMITH

your.email@example.com

555.555.1234

www.example.com

April 12, 20XX

NAME OF RECIPIENT

Title of Recipient

Recipient Street Address

City, State, Zip

MICHAEL SMITH

Applying for:
Desired Position Here

Contact info:
your.email@example.com
555.555.1234
www.example.com
City, State

Professional References

REFERENCE NAME

Reference Title
555.555.1234
email@example.com

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555.555.1234
email@example.com

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Personal References

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email@example.com

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email@example.com

Hello, I'm Michael Smith.

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Experience

2016-CURRENT

Company Name in City, State

POSITION OR TITLE

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- Proin luctus sem vitae orci efficitur consequat a a lorem.
- Integer ullamcorper dui imperdiet, dapibus dolor fermentum, laoreet lacus.
- Aenean vitae arcu ac magna lacinia accumsan.

2014-2016

Company Name in City, State

POSITION OR TITLE

Fusce at magna id lectus dignissim dictum id nec augue. Donec fermentum imperdiet metus at volutpat.

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- Integer ullamcorper dui imperdiet, dapibus dolor fermentum, laoreet lacus. Aenean vitae arcu ac magna lacinia accumsan.
- Bus recullu ptaere nos uta quo que et mi, imus nos exerum ea doluptatur sit aliquam ea solendunt.

2013-2014

Company Name in City, State

POSITION OR TITLE

Aliquam ut magna vitae nibh laoreet ullamcorper. Praesent tempus ultricies nulla et vehicula. Vestibulum metus mauris, blandit eu elit eget, viverra faucibus libero.

- Integer metus orci eleifend quis nunc nec, pulvinar ultricies.
- Adi consediam quaessin essitis trumquam, si dianis sae il il erio blant, vendit quatius, omniate pres exercie nducilita eos dolenitat.
- Ut convallis vitae purus ullamcorper rhoncus. Morbi eget rutrum lacus. Pellentesque posuere et sem at sodales.

CONTACT

your.email@example.com
555.555.1234
www.example.com
City Name, State

EDUCATION

2014-2015
Degree in Field of Study
Institution Name Here

2014-2015
Degree in Field of Study
Institution Name Here

SKILLS

- Nulla vel enim non sem
- Maecenas viverra
- Aenean vel consequat
- Sed pellentesque
- Pellentesque habitant
- Aliquam pretium sem
- Lorem ipsum dolor sit amet
- Os debit libus, quatibea

CERTIFICATIONS

Certification Name Here
Company or Institution Name

Certification Name Here
Company or Institution Name

LANGUAGES

English
●●●●●●●●●●

Spanish
●●●●●●●○○○

Japanese
●●●●●○○○○○

Experience Continued

2016-CURRENT

Company Name in City, State

POSITION OR TITLE

Fusce at magna id lectus dignissim dictum id nec augue. Donec fermentum imperdiet metus at volutpat. Proin convallis id risus viverra fermentum.

- Proin luctus sem vitae orci efficitur consequat a a lorem.
- Integer ullamcorper dui imperdiet, dapibus dolor fermentum, laoreet lacus.
- Aenean vitae arcu ac magna lacinia accumsan.

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POSITION OR TITLE

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- Bus recullu ptaere nos uta quo que et mi, imus nos exerum.

2013-2014

Company Name in City, State

POSITION OR TITLE

Aliquam ut magna vitae nibh laoreet ullamcorper. Praesent tempus ultricies nulla et vehicula. Vestibulum metus mauris, blandit eu elit eget, viverra faucibus libero.

- Integer metus orci eleifend quis nunc nec, pulvinar ultricies.
- Adi consediam quaessin essitis trumquam, si dianis sae il il erio blant, vendit quatius, omniate pres exercie nducilita eos dolenitat.
- Nullam vel tortor egestas, aliquam mauris in, ullamcorper lectus. Vestibulum non semper mi.

TECHNICAL SKILLS

- Nulla vel enim non sem
- Maecenas viverra
- Aenean vel consequat
- Sed pellentesque
- Pellentesque habitant
- Aliquam pretium sem
- Lorem ipsum dolor sit amet
- Os debet libus, quatibea

ORGANIZATIONS

2014-2015

ORGANIZATION NAME HERE

Quisque et sollicitudin leo, et finibus magna.

2014-2015

ORGANIZATION NAME HERE

Quisque et sollicitudin leo, et finibus magna.

AWARDS & HONORS

2016

AWARD OR HONOR HERE

Quisque et sollicitudin leo, et finibus magna.

2014

AWARD OR HONOR HERE

Quisque et sollicitudin leo, et finibus magna.

HOBBIES

- Quisque egestas
- Pellentesque habitant
- Donec eget tortor
- Proin mattis elit
- Phasellus malesuada
- Nunc vitae nisi sem
- Lorem ipsum dolor sit amet
- Os debet libus, quatibea

References

REFERENCE NAME

Reference Title

555.555.1234

email@example.com

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FRONT-END DEVELOPER

Hello, I'm Michael Smith.

Hi [Recipient Name],

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Warmest Regards,

Signature

MICHAEL SMITH

your.email@example.com

555.555.1234

www.example.com

April 12, 20XX

NAME OF RECIPIENT

Title of Recipient

Recipient Street Address

City, State, Zip

MICHAEL SMITH

Applying for:
Desired Position Here

Contact info:
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www.example.com
City, State

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