

Haenam Lee

Senior Product Designer

LG | Apple KR | Pulmuone | Samsung

Hello, I am Haenam :)

I like to solve problems and enjoy experiencing new things.

Throughout my career, I was able to possess a clear understanding of design fundamentals, technologies, and strategic & marketing considerations in a digital environment. I also worked closely with both global & national multi-disciplinary teams, including research, engineering, and product teams to find practical solutions at Apple Korea, LG Electronics, and others.

Starting with my new life in Jakarta, I can't wait to learn & improve my skills with beautiful people of diverse insight. And I'm confident that my career will create synergy with the team as well.

Index

- 01. LG Electronics
- 02. Apple KR
- 03. Pulmuone e-commerce
- 04. Samsung securities

LG Electronics

2020.06 ~ 2021.04



Summary

#User Test #Design PL #Research #Design system document #Wireframe

From UT (User test), benchmark, wireframe to the prototype we analyzed and translated data into a brand new design with better usability. Good knowledge of tech space was essential to communicate with the product, engineering, and other relevant teams. Also, we designed components that are categorized according to their usage and grid to maintain the service more effectively.

Tools

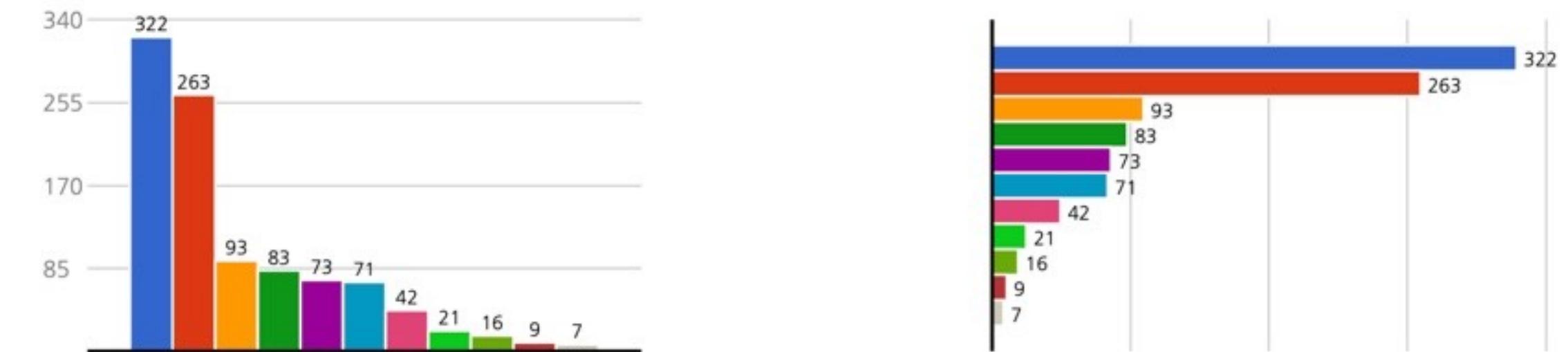
Sketch, Photoshop, illustrator, Zeplin, Protopie

#UT #Research

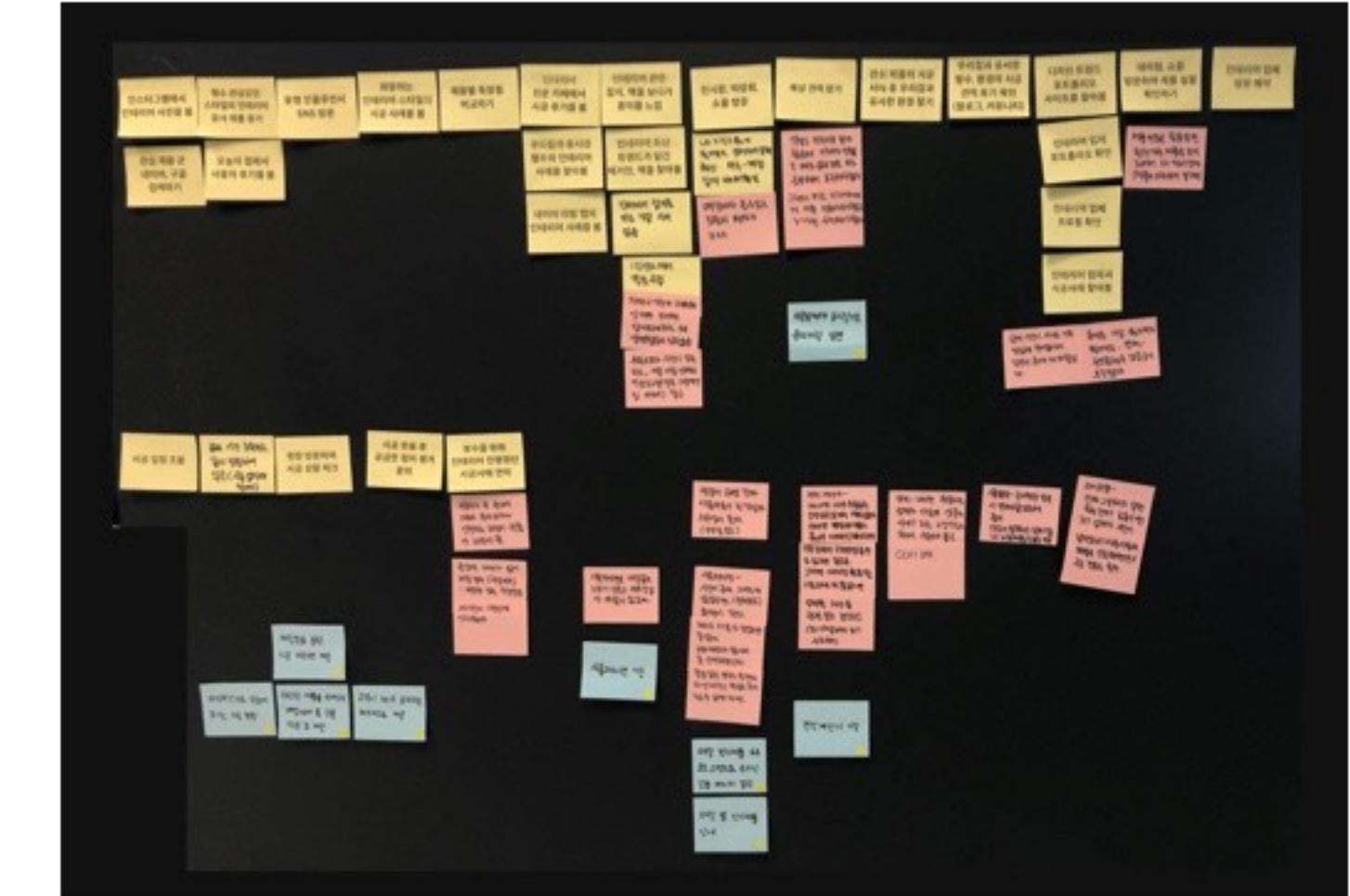
We investigated the users' perception of LG and usability problems through the User Test and VOC data. We were able to discover the user pattern and their view. At the same time, it helped us to identify existing problems and better solutions. We spent a lot of time improving usability more meticulously through additional research wireframe and prototypes.

설문결과

1. LG가 사람이라면, 어떤 성향(성격)의 소유자일 것 같습니까? 1순위부터 3순위까지 선택해주세요. (1순위 기준)

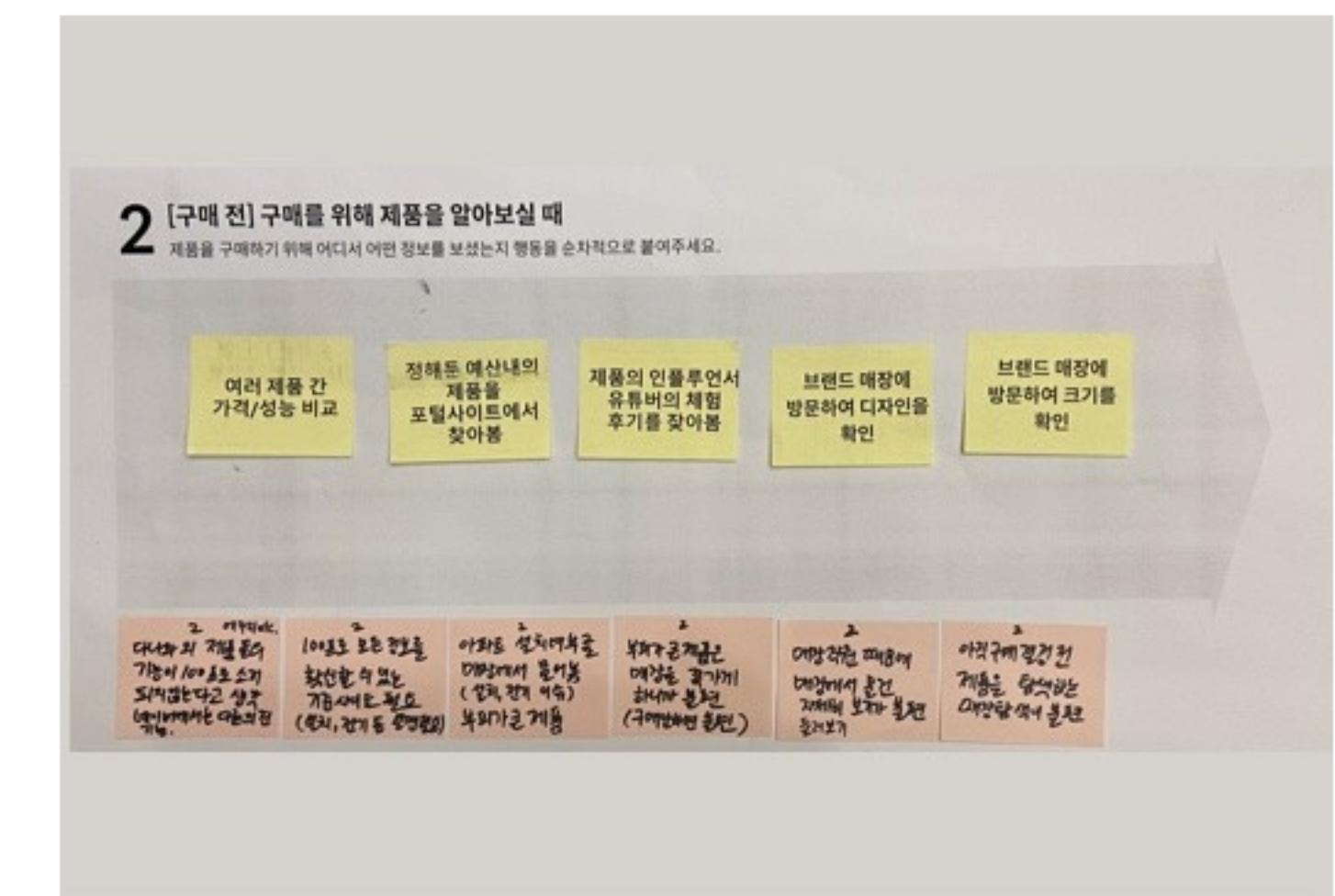


- 따뜻한/인간적인 - Warm/Humane
 - 익숙한/친숙한 - Familiar/Usual
 - 한결같은/꾸준한 - Constant/Steady
 - 안정된/편안한 - Stable/Easy
 - 친절한/자상한 - Friendly/Kind
 - 평범한/무난한 - Normal/Plain
 - 온화한/다정한 - Mild/Gentle
 - 진지한/진중한 - Serious/Sincere
 - 차분한/침착한 - Calm/Cool
 - 냉정한/단호한 - Cold/Tight
 - 엄격한/철저한 - Strict/Rigorous



2 [구매 전] 구매를 위해 제품을 알아보실 때

L 제품을 구매하기 위해 어디서 어떤 정보를 보셨는지 행동을 순차적으로 불여주세요.



#User Flow #Research

Based on the result from the research, we constructed User-flow that accounts for user behavior.

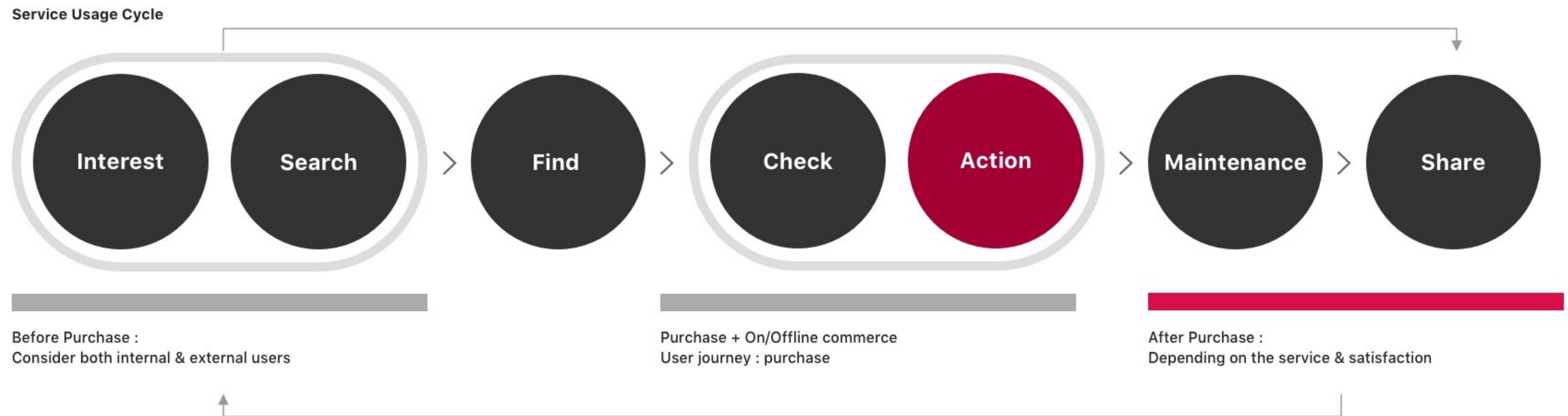
We've created additional gates that help both existing & new users to enter each menu of the service more easily.

The integration of 4 services(commerce-brand-maintenance-CS) enables users to access services, get product information and even maintain them more effectively.



#Strategy #UX

The 'user activity cycle' was one of the main strategies of our design. It helped users to access the service while they search, purchase, feedback, and maintain the product. More users can see the related contents by enhancing the Review & Share system. We thought this update will ultimately increase sales as well as advertise the product. Also, to reinforce usability, we built responsive web/mobile & application considering user environment and accessibility.



Strategy Keyword

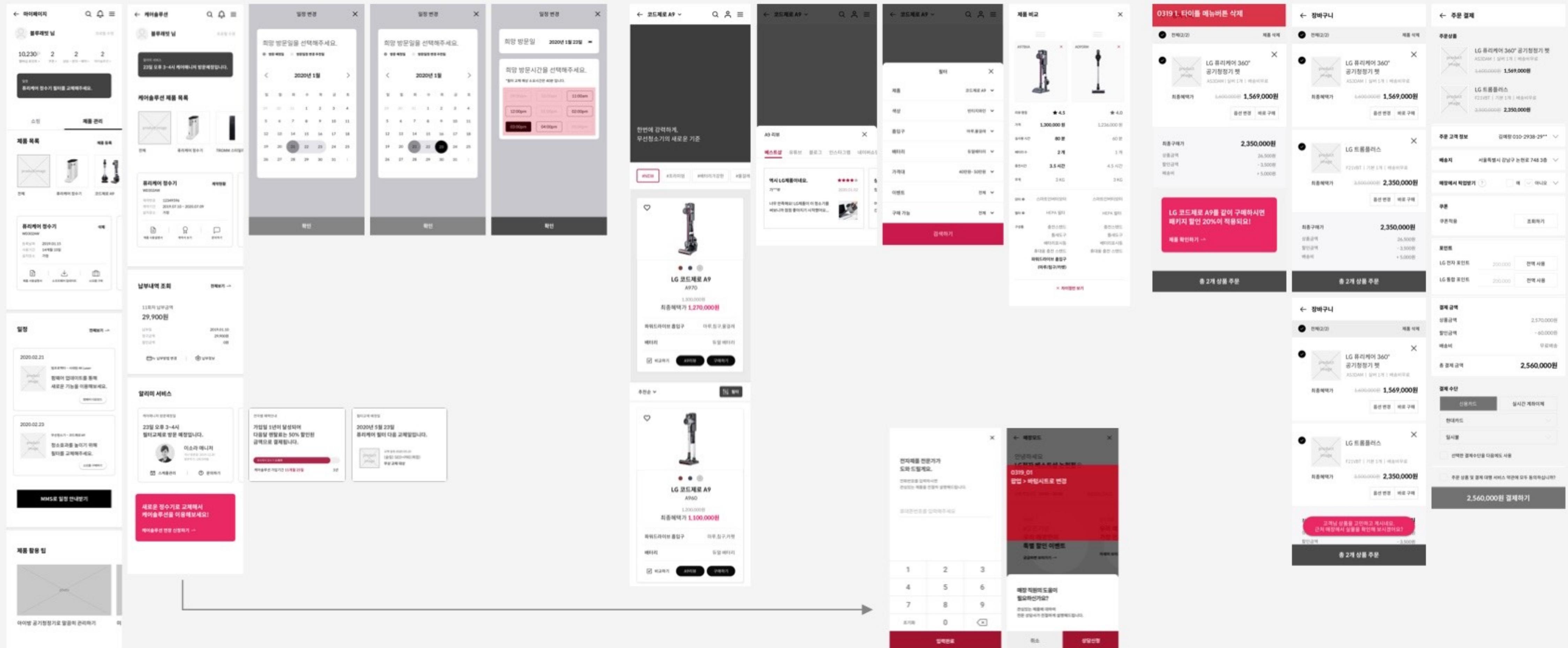
Keyword	Description
User cycle	Let users continuously access the service periodically for more information & maintenance.
Share (SNS)	Encouraging user interest by Providing various content. The more information they share (actively), the more users to come.
Device	Mobile-first design based on the user device and resolution data.

#Wireframe #User Journey

By creating wireframes, we improved the quality of the user journey and balanced the user need and supplier's requirements.

We developed technical and design feasibility and quality while communicating with the product team, engineers, clients, and many other related teams.

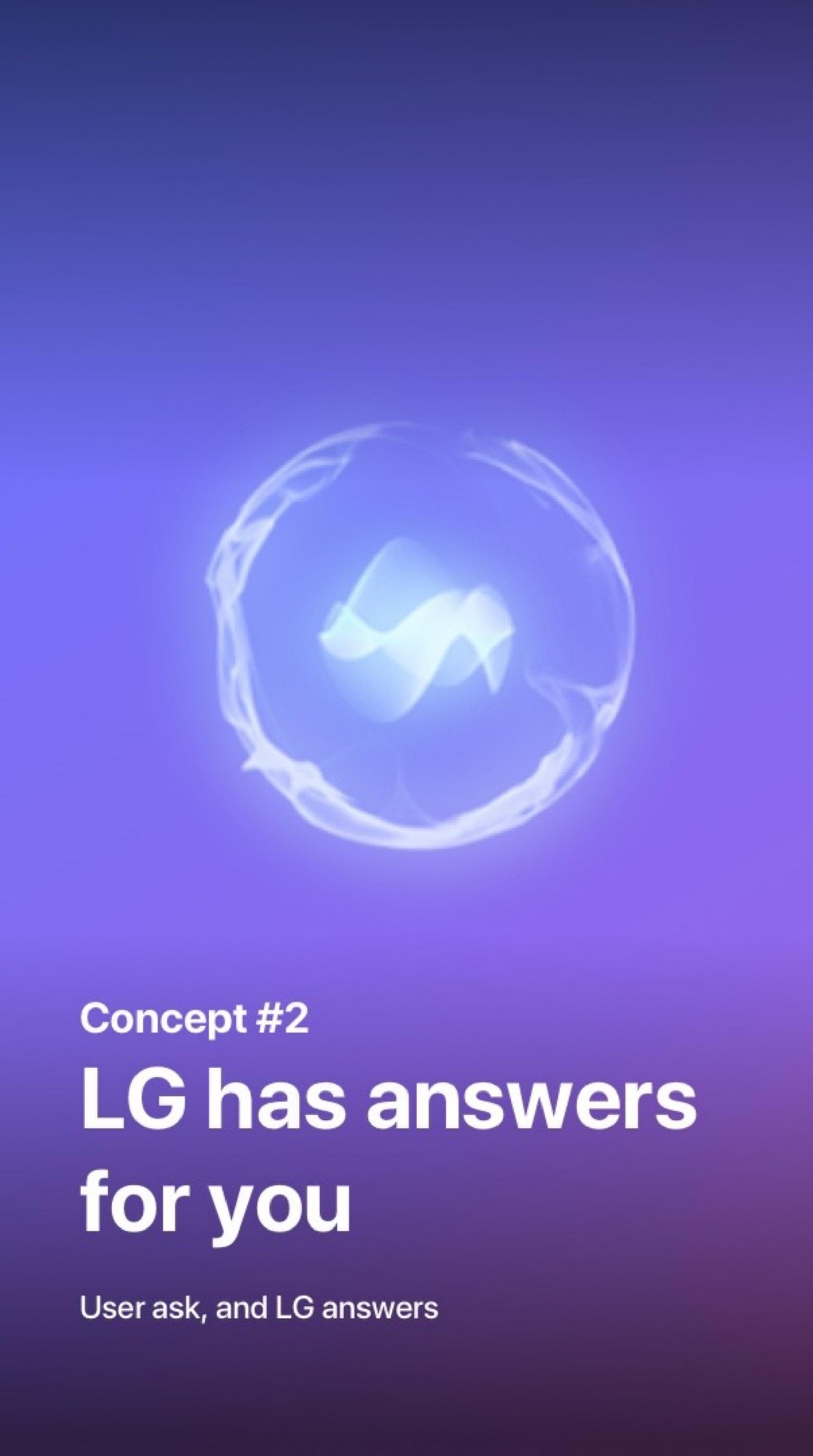
Layout, data, information architecture, menus were arranged based on visual & information hierarchy.



#Strategy #Design & Concept



Better user journey within the LG Electronic's internal and external services.



User ask, and LG answers



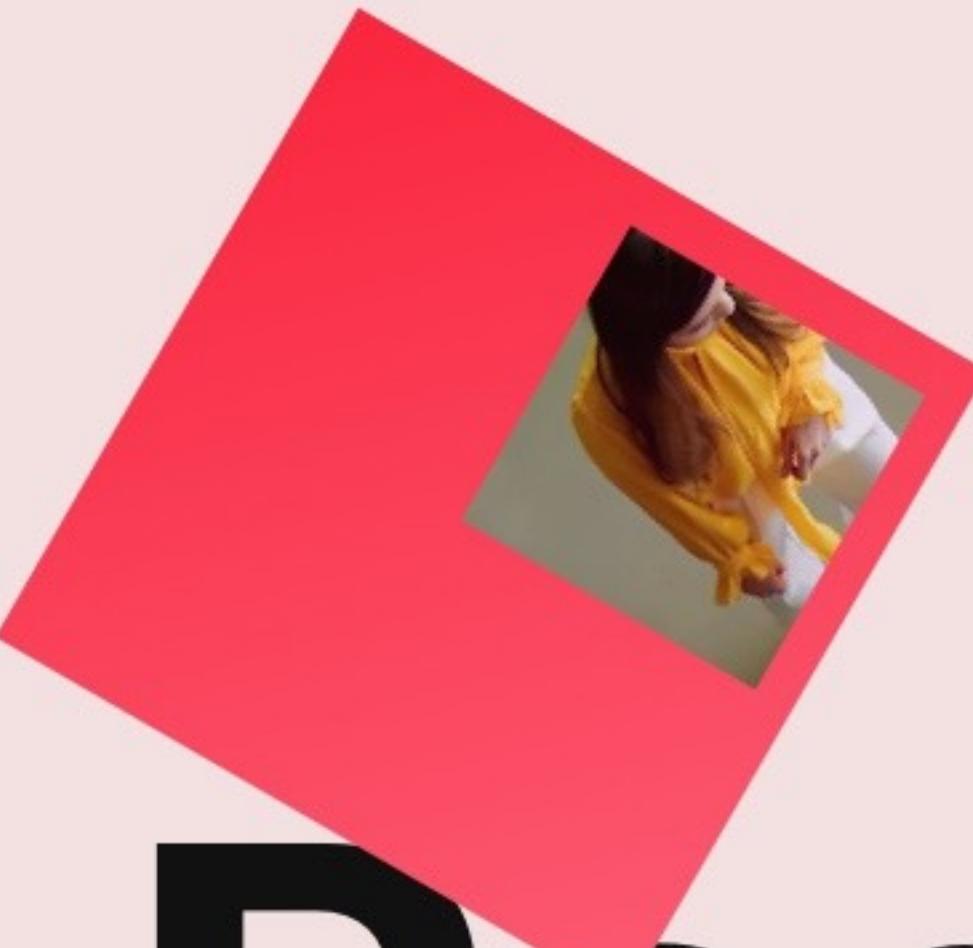
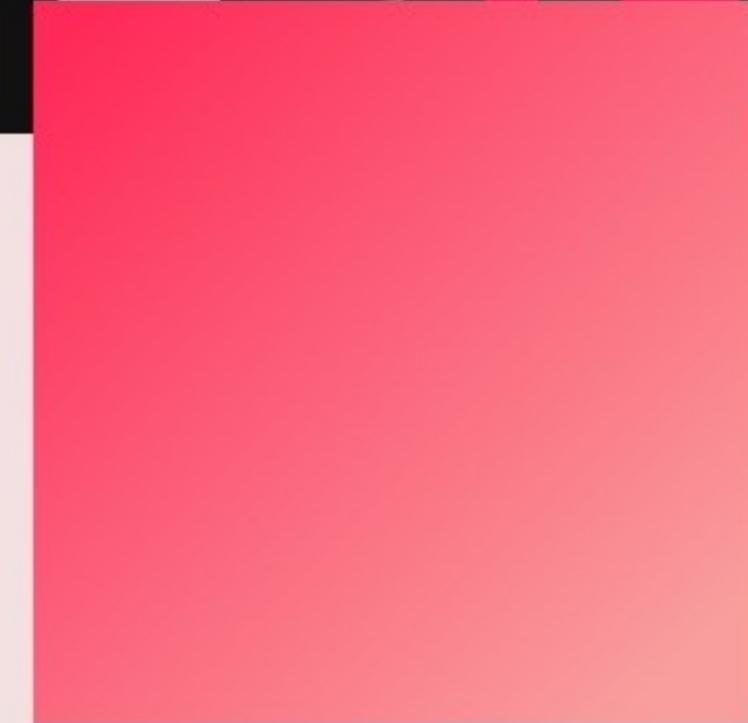
Digital touch with users

#Color #LG Tagible RED

We adjusted the saturation of LG's original Red color to represent its user-centered lively interaction.

Considering the various situations, we also created a few point colors with gradation that reflects the current design trend.

Tangible Red



#Design system document

To include more details in the design, and fewer questions the developers will have, we worked on the Design system document.

We structured the documentation of guidelines that accounting for detailed design fundamentals such as technology, typography, hierarchy, padding.

01. Bottom Button (H1 - 1)

중요도가 가장 높은 버튼, 구매하기/장바구니 담기 등
최종 *confirm* 단계에 사용.

- default / click 때 마우스 사용
- 사용 경계에 따라 width 유동적으로 적용한다

H1-1 버튼 Default	H1-1 버튼 Click	H1-1 버튼 Disable
BG Color : #F0A0F0 ~ #F5A721 (45°)	BG Color : #F0A0F0	BG Color : #F3B7C7
Font Color : #FFFFFF	Font Color : #FFFFFF	Font Color : #FFFFFF
Font Size : 32px	Font Size : 32px	Font Size : 32px
Font Weight : Medium	Font Weight : Medium	Font Weight : Medium

02. Middle Button (H2)

상세 메뉴리스트 모듈 등
페이지 이동시 주로 사용하는 중간 중요도 버튼.

- 사용 경계에 따라 width 유동적으로 적용한다
- 2가지 버튼이 동시에 노출되는 경우 Level 2 분위의 필요하다면
둘러 라인(2번) 버튼을 사용한다

H2 버튼 Default	H2 버튼 Click	H2 버튼 Disable
BG Color : #F0A0F0	BG Color : #FFFFFF	BG Color : #F0A0F0
Font Color : #FFFFFF	Font Color : #FFFFFF	Font Color : #FFFFFF
Font Size : 26px	Font Size : 26px	Font Size : 26px
Font Weight : Medium	Font Weight : Medium	Font Weight : Medium

03. Small Button (H3)

입력 폼의 내 동작에 사용하는 버튼
중요도 최저의 단계에 사용.

- 사용 경계에 따라 width 유동적으로 적용한다
- 2가지 버튼이 동시에 노출되는 경우 Level 3 분위의 필요하다면
둘러 라인(3번) 버튼을 사용한다

H3 버튼 Default	H3 버튼 Click	H3 버튼 Disable
BG Color : #F0A0F0	BG Color : #FFFFFF	BG Color : #F0A0F0
Font Color : #FFFFFF	Font Color : #FFFFFF	Font Color : #FFFFFF
Font Size : 24px	Font Size : 24px	Font Size : 24px
Font Weight : Medium	Font Weight : Medium	Font Weight : Medium

Font-type : Noto Sans KR

Font-weight : Bold, Medium, Regular

Language : Korean, English

01. Primary Color

LG전자 로고로 강조되는 전반적 톤반색기
위반 색상

기본적으로 사용되는 LG RED 컬러와, 어두운 배경에서
기록성 확보 위해 사용되는 디아모드 LG RED 가 있음.
(주로 커다란 이미지 배경에서 사용)

LG Red (Default) #F0A0F0 R218 G15 B71	LG Red (Dark Mode) #F81953 R232 G25 B83	Tangible Color 2 #F5A721 ~ #F5A722 (45°)	Tangible Color 1 #A098E1 ~ #F8E791 (45°)
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02. Input Box (Button Case)

입력필드의 상태에 따라 산과 예상을 맞힐과 같이 구분되어
사용한다.

- 입력 전 text color : #666666
- 입력 진행중인 백그라운드 필드에는 #DADAF7 커안 표시
- 입력 오류시에는 레스트, 라인 모두 붉은 할라가 재워짐
- 입력 오류시 푸른색 표시에 트리거 8px 간격으로 4줄

입력전	입력중	Read Only (입력 전 + 입력 후)
입력전	입력중	Focus
입력전	입력중	Validation Check

03. Validation Color

오류부분을 표시하는 색상.

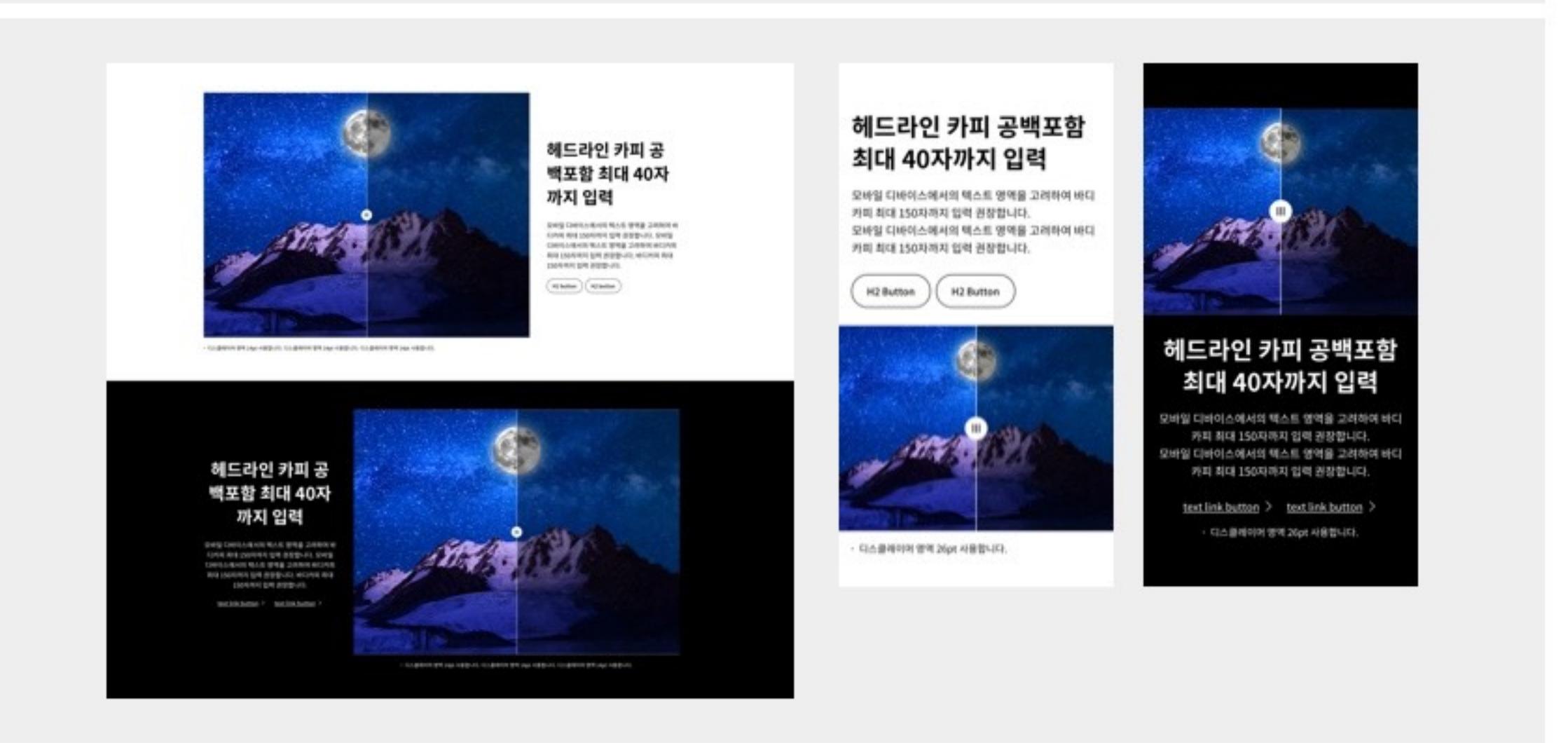
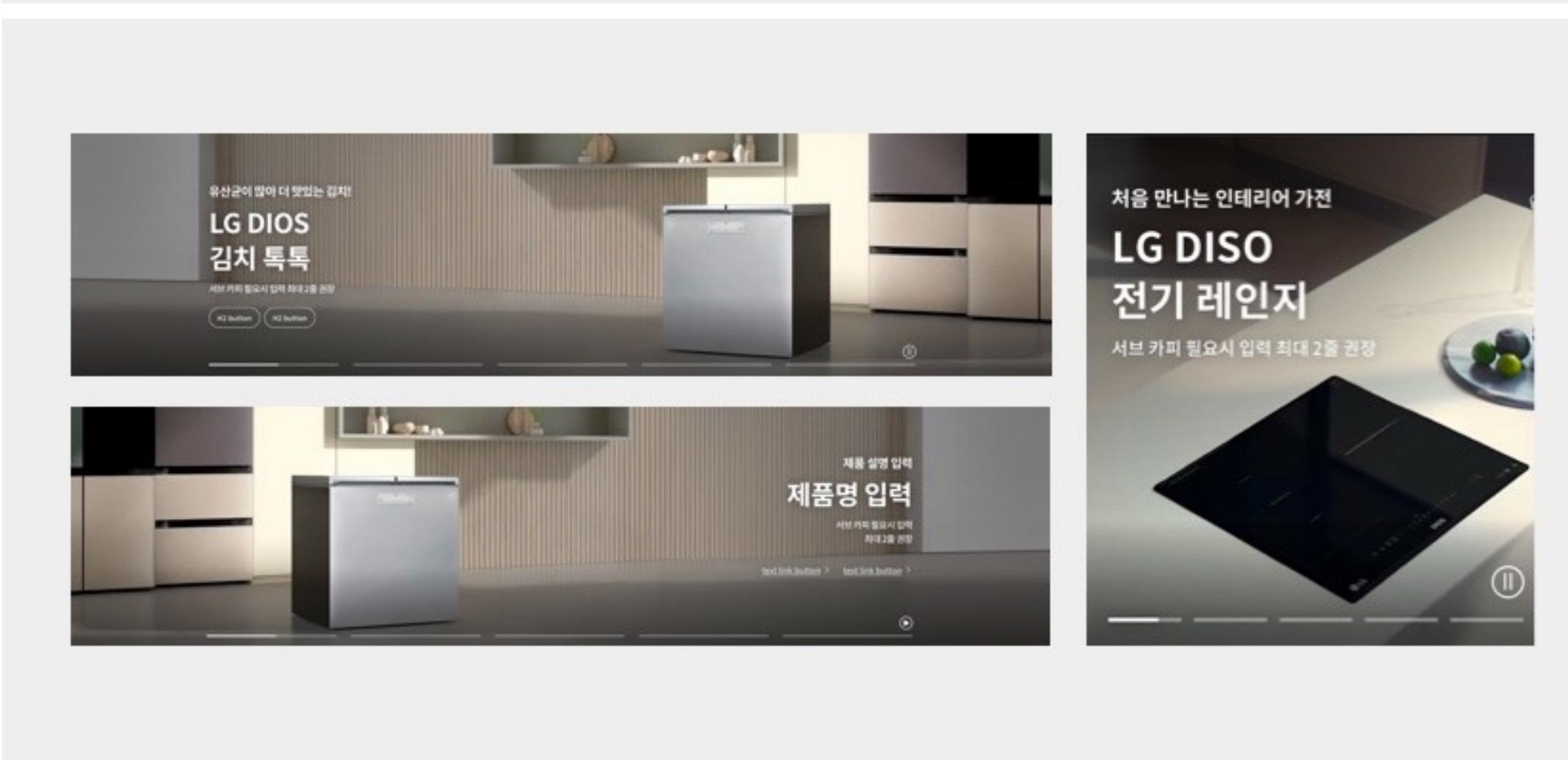
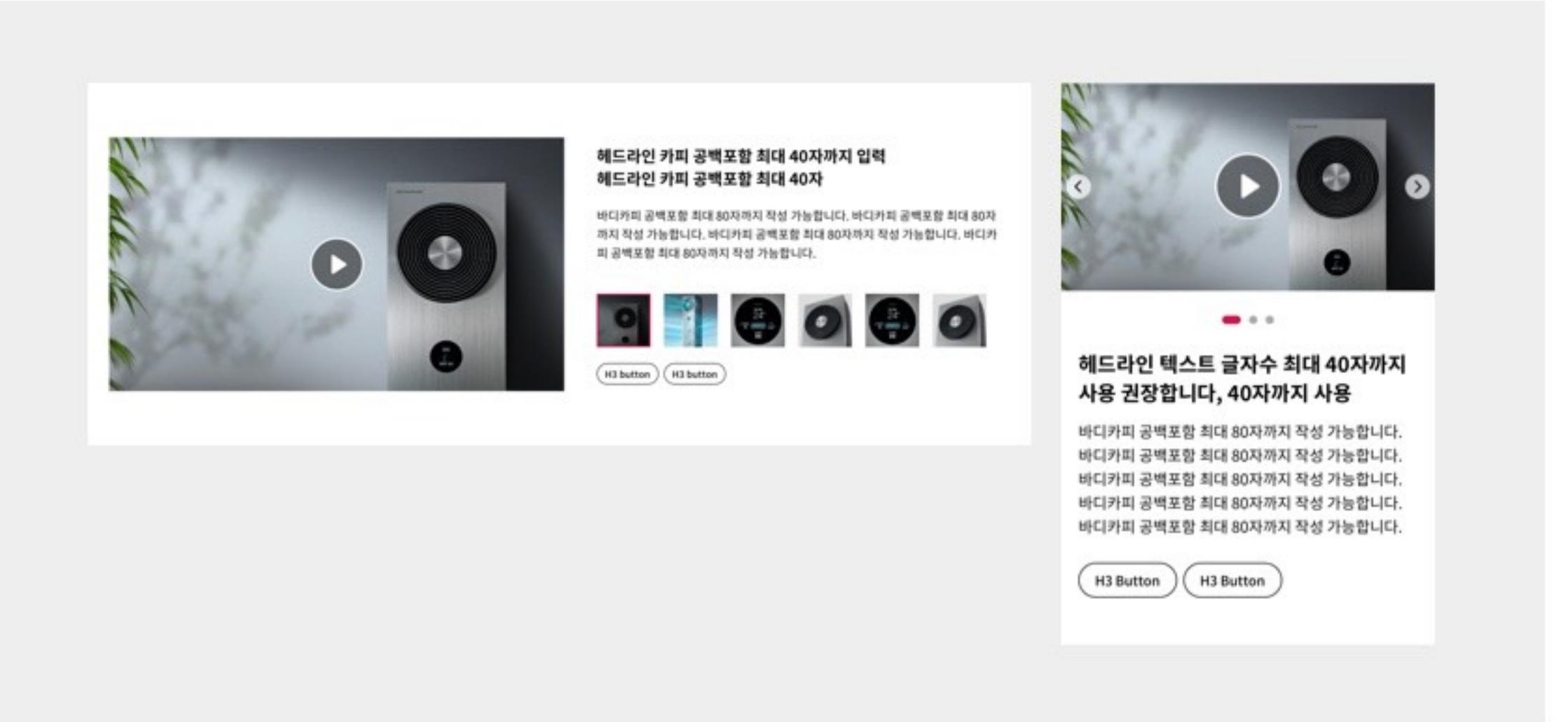
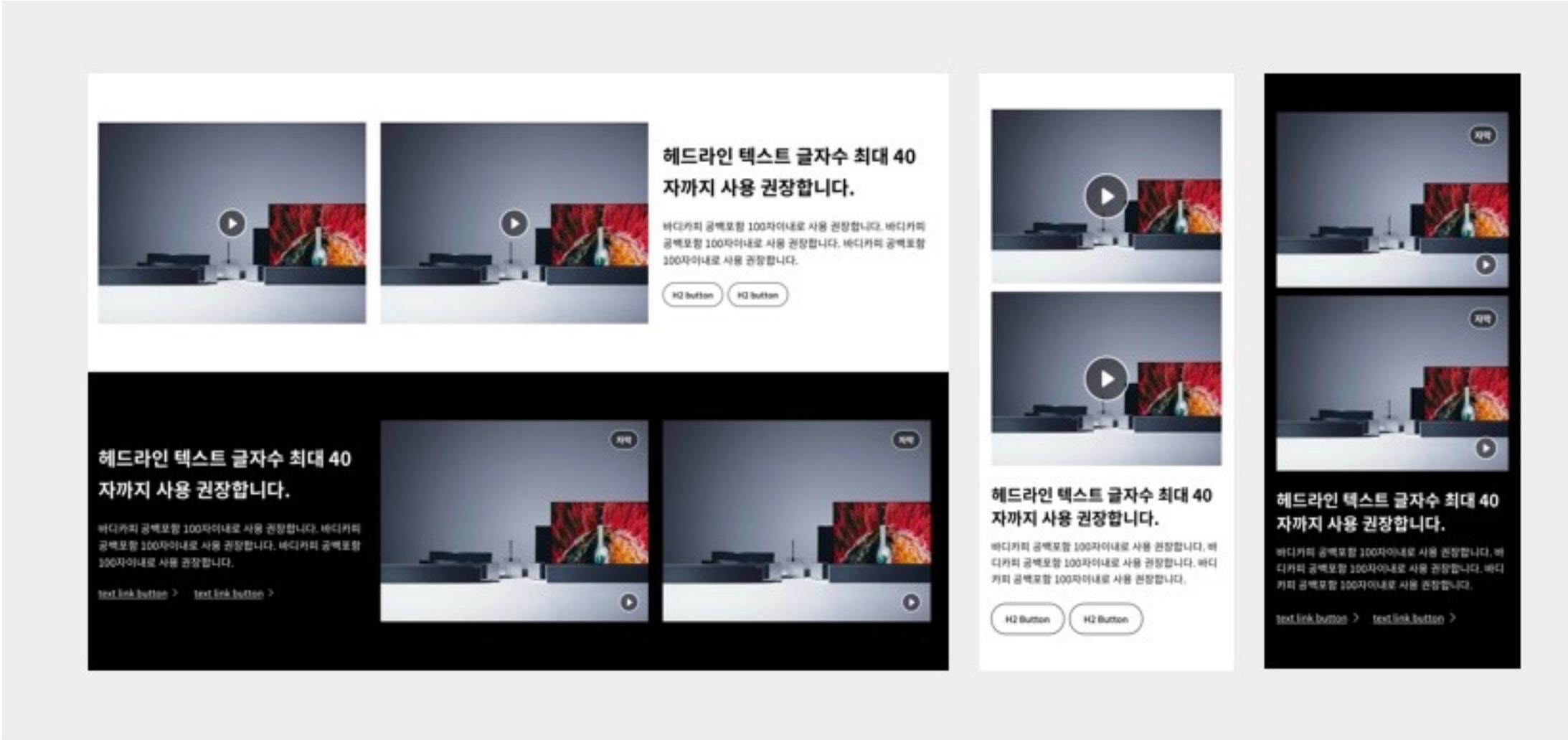
Alert Red #FF3722 R255 G65 B35	LG Emerald #F98620 R118 G137 B45
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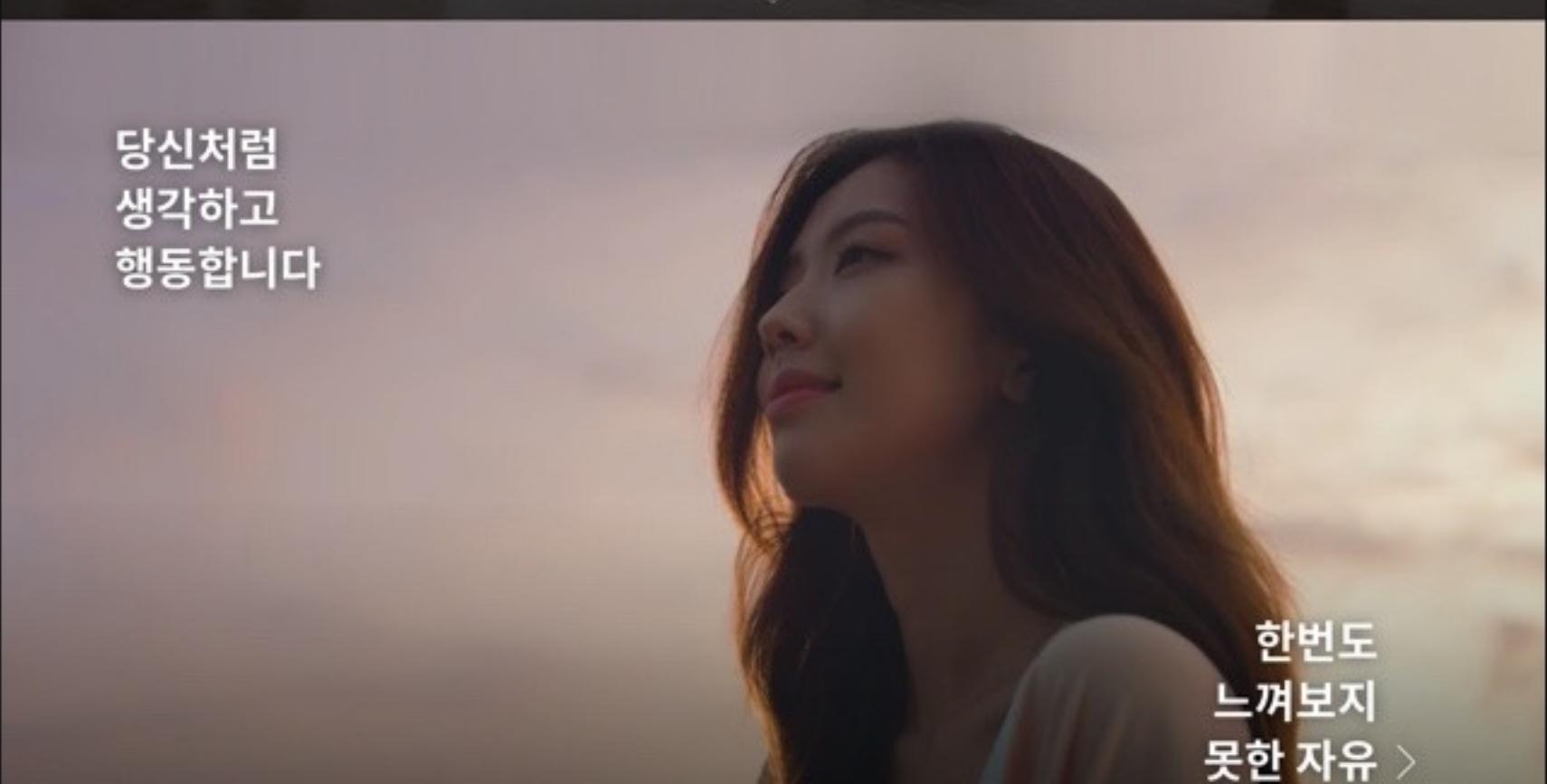
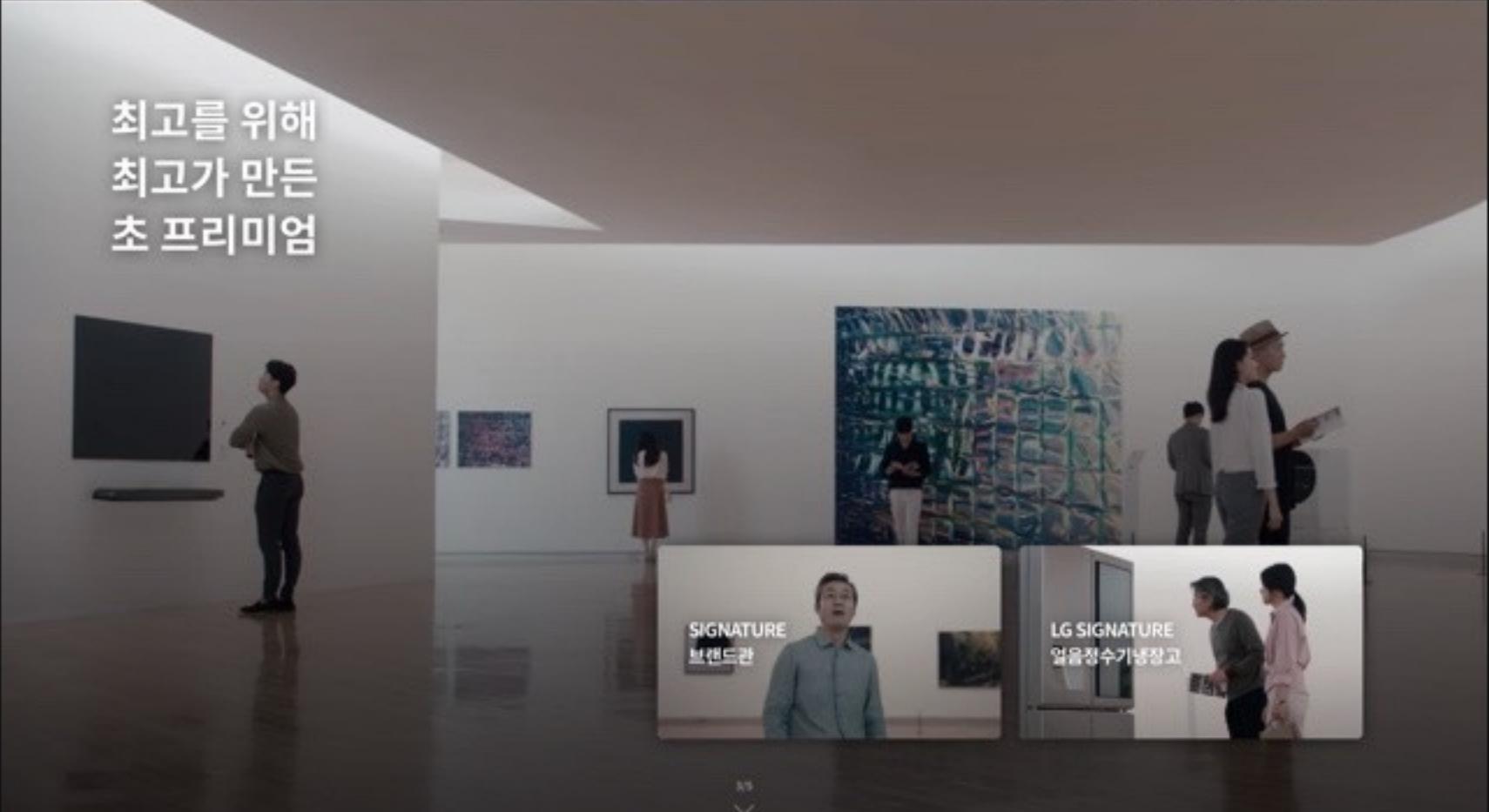
#Component

We set rules for each component depending on its usage and size & provided prototypes for additional walkthroughs.

By documenting Contents Creation Guide we tried to help system operators to maintain the web and mobile service more efficiently.

We analyzed more than 100 types of components considering its DOM structure since we had to kept the ASIS data and.





아직 고민이라면, 이렇게 하세요

고객님께 딱 맞는 가전은?
내게 맞는 제품 추천 받기
[제품 큐레이션 >](#)

베스트샵에서 상담 받으세요
오프라인 매장 방문 예약하기
[매장 방문 예약 >](#)

구매 혜택 추천드려요

LG DIOS 김치톡톡
신제품 출시 이벤트
[더 알아보기](#)

Meet The Real
LGE.COM OPEN
[더 알아보기](#)

혼수지원 이벤트
2021 을 뉴 웨딩 페스타
[더 알아보기](#)

멤버십 혜택 받아가세요

혜택받는 멤버십 가입
LG전자 멤버십 회원으로 다양한 구매 및 고객 서비스 관련 혜택 누리기
[멤버십 가입 >](#)

멤버십 포인트 적립
오프라인 매장에서 구매한 제품 결제금 등록하고 포인트 적립하기
[멤버십 포인트 적립 >](#)

가전 관리 잊지마세요!

내 제품 등록
고객님의 보유 제품을 등록하고, 관리하기
[내 제품 등록 >](#)

서비스 출장 예약
전문 엔지니어가 도와주는 서비스 출장 예약하기
[서비스 출장 예약 >](#)

케어샵 안내
케어솔루션 매니저의 전문적인 케어서비스 받기
[케어샵 안내 >](#)

LG 전자만의 차원이 다른 렌탈 서비스는?

케어솔루션 더 알아보기 >

차원이 다른 케어솔루션을 만나보세요

고객님과 케어솔루션의 함께한 시간이 **38개월 16일** 되었습니다.

고객혜택 확인하기 **케어플래너로 견적받기** **나의 케어솔루션**

얼음정수기냉장고 **맥주 제조기** **공기 청정기** **건조기**

인공지능을 품은 1등 공기청정기
LG 퓨리케어 360° 공기청정기 알파

전체 **정수기형** **실내냉장/화냉동** **방문형** **일반형** **비즈니스** **와인셀러**

냉장고 랭킹 **판매기** **서비스 구분** (1) **제품/디자인** (2) **냉장/냉동타입** (2) **냉장/深情/화재** (18) **흡수유형** (2) **도어재질** (2) **제작**

비교하기 **비교하기** **비교하기**

신제품 출시기념 상품 증정 이벤트!
LG 퓨리케어 360° 공기청정기 알파

5,200,000원 **5,200,000원**

비교하기 **비교하기** **비교하기**

LG전자

LG SIGNATURE LG ThinQ LG Object Collection 스토어 케어솔루션 스토리 멤버십 기획전/이벤트 고객지원

스토리와 함께 삶을 채워보세요.

혁신이 만들어낸 TV 이상의 작품
2020.11.25 #가을 #GOLED

나만 알고 있는 제주의 숨은 힐링…
2020.11.25 #가을 #EATING에 있다

하루의 스트레스를 날려주는 'LG힐링미 안마의자'를 만나…
2020.11.25 #가을 #2020NEW

트롬건조 하나면 뽀송뽀송한 빨래…
2020.11.25 #가을 #LifeWithLG

나에게 부족한 건, 초고화력이었다
2020.11.25 #가을 #초고화력

디오스가 세로움을 OPEN
LG DIOS 얼음정수기냉장고
2020.11.25 #가을 #스마트홈

김치톡톡 덕분에 오늘 김치도 잘…
2020.11.25 #가을 #김치온산군

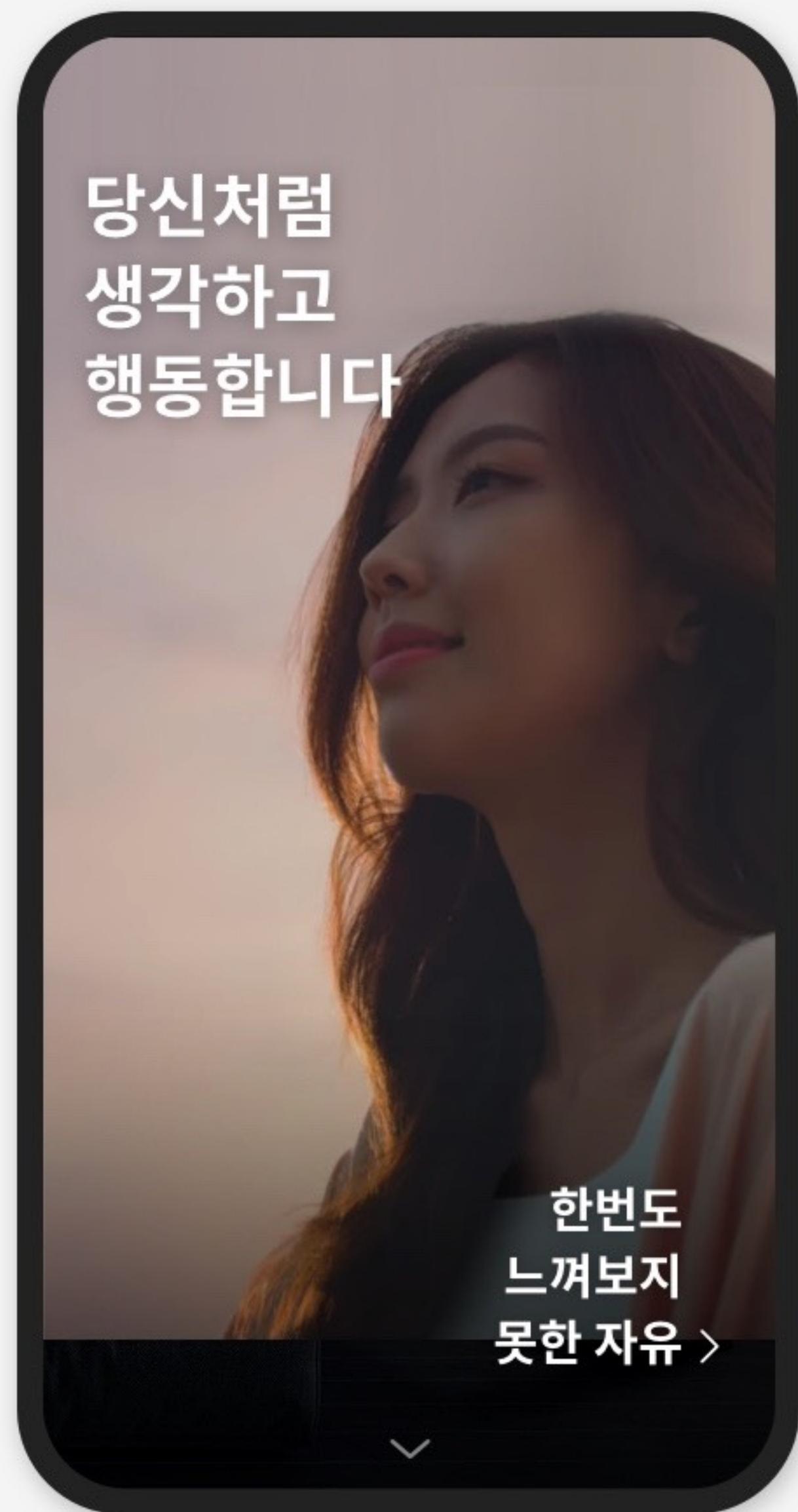
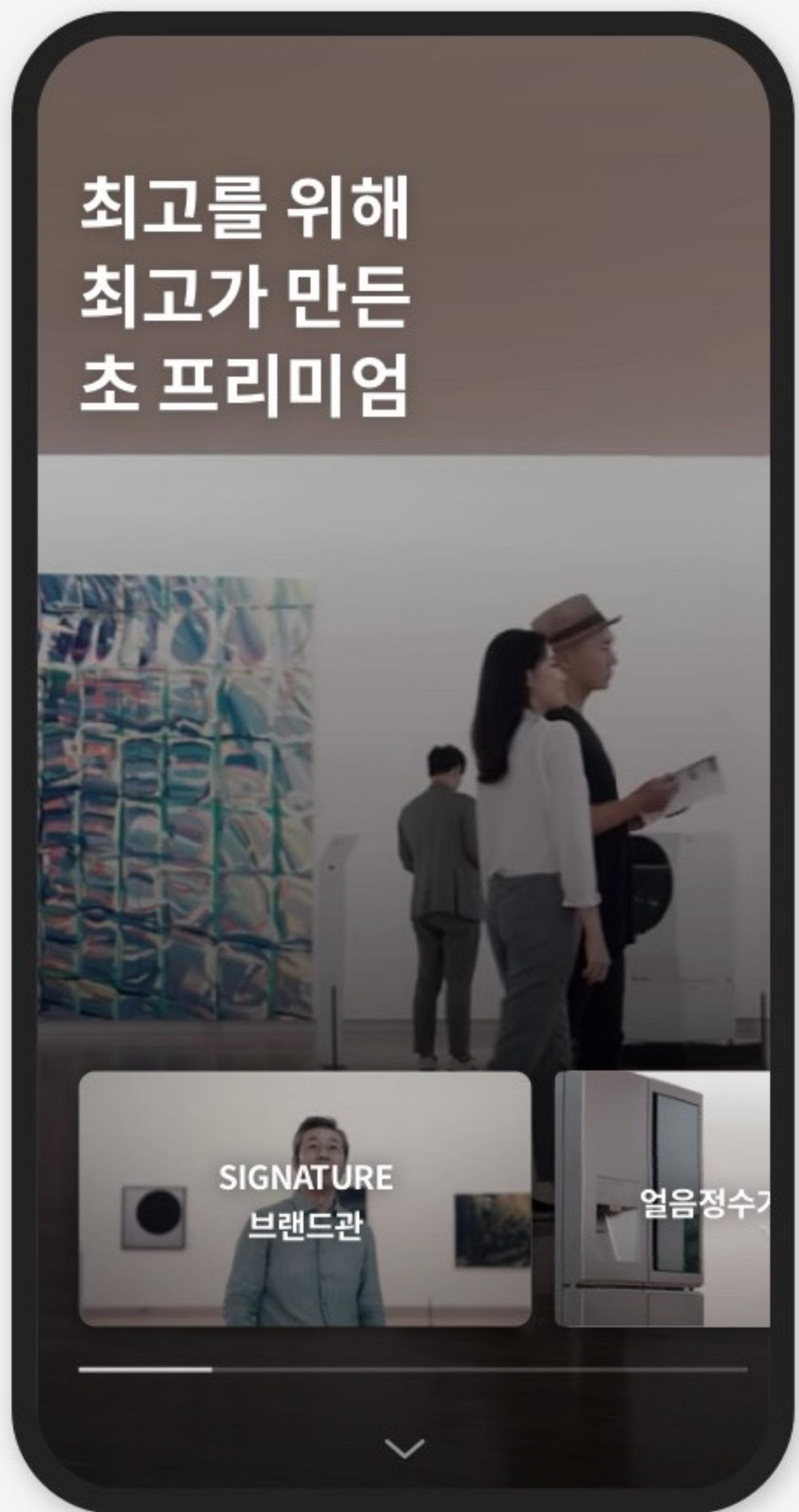
새로운 스토리를 확인해보세요.

먼지에 고양이 털까지
1시간 전 #비하인드 스토리

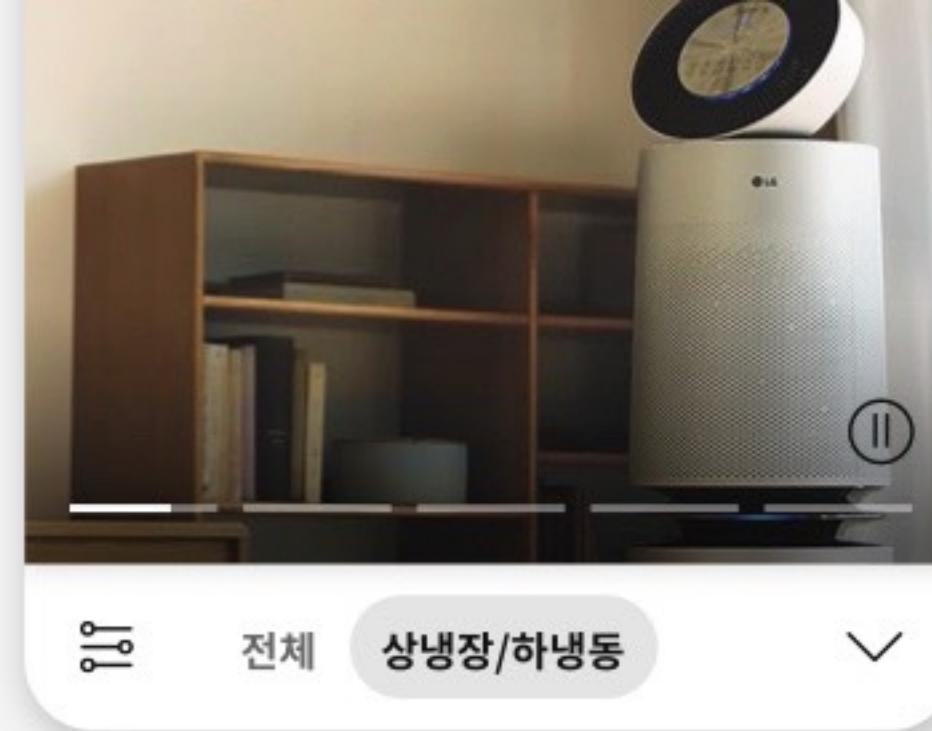
아름다운 순간들을
12시간 전 #비하인드 스토리

디오스가 세로움을 OPEN
LG DIOS 얼음정수기냉장고
2020.11.25 #가을 #스마트홈

김치톡톡만의 초정밀
12시간 전 #비하인드 스토리



Main Mobile Ver.



새로운 스토리를 확인해보세요

방금 전
제품 활용 팁
혁신이 만들어낸
TV 이상의 작품
#가을 #LGOLEDR

#가을 #LGOLEDR

A smaller image of a black speaker on a wooden cabinet with a vase of flowers.

오브제 컬렉션으로
우리집 완성!

주택보기 >

TV/AV IT 주방가전 생활가전 에어컨/에

냉장고 김치냉장고 광파오븐/전자레인지 전기레

LG와 함께하는 #청정 라이프

매일 빨 수 없는 옷
매일 씻어인자

LG 전자만의
차원이 다른
렌탈 서비스는?

케어솔루션
더 알아보기

(II)

차원이 다른
케어솔루션을 만나보세요

고객님과 케어솔루션이 함께한 시간이
38개월 16일 되었습니다

다음 방문일정
2020-11-27

맥주 제조기 공기 청정기 건조기

레인지 식기 세척기

Apple Korea

2014.04 ~ 2018.01



Summary

#Global Collaboration #VOC #Design fundamental #SVN

Worked closely with global relevant teams to develop a design solution that fulfills users' needs while accounting for technical feasibility, global VOC, cultural norms, behavior, and legal issues. We kept the current version of projects & local design system by using SVN and merge the files with attention to detail & understanding of design fundamentals.

Tools

SVN(subversion), Radar, Photoshop, Illustrator, BB Edit

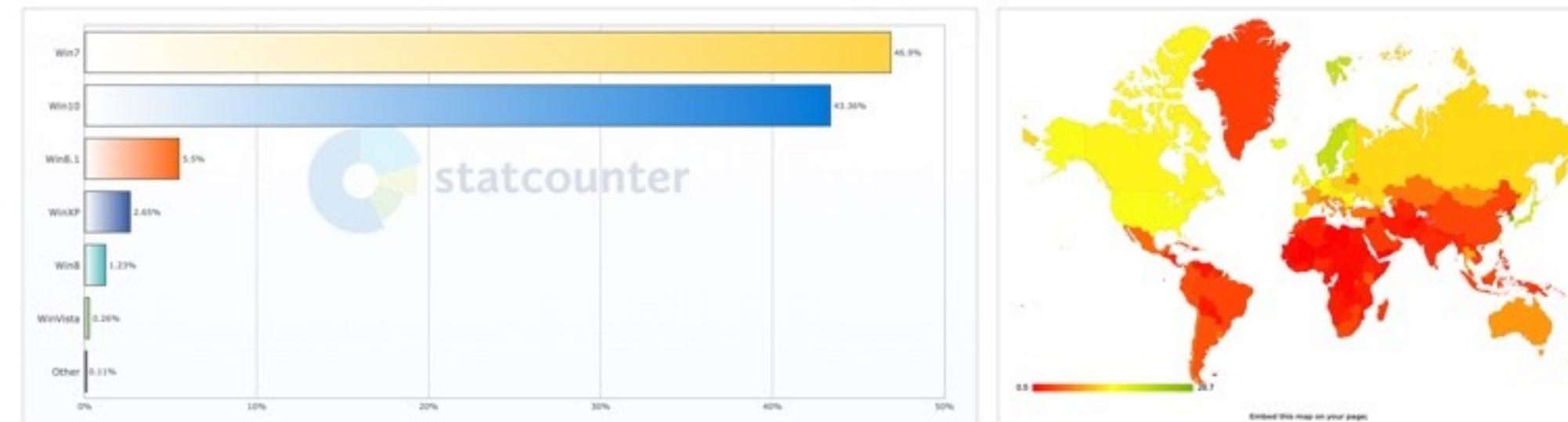
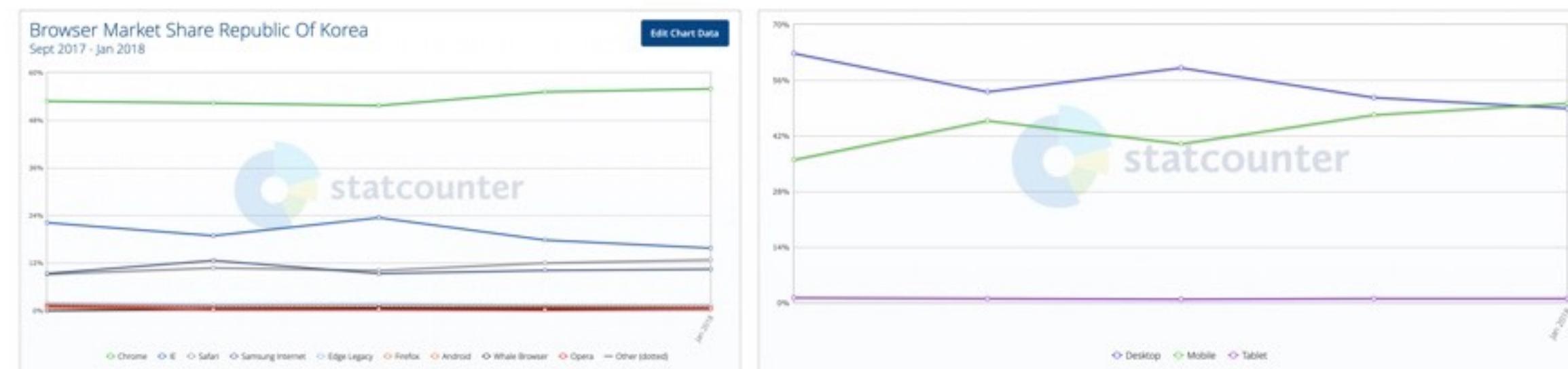
#Global Collaboration #Data

By using the tool RADAR (which is similar to JIRA), we collaborate with global relevant teams to share our insight about sources, codes, and advanced solutions for issues. We also received data such as inflow rate, browser, devices, speed, etc from Apple to track diverse issues spontaneously and accurately. Translating data and knowledge of tech space into the design with better user experience and service quality was an important duty for designers.

Customer consideration

- Technology & Culture norm : low internet services. religious and cultural difference
- Users from external channels & not using Apple devices
- Multi-device view including tablet, Mobile Landscape, TV, etc

```
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<meta property="og:locale" content="ko_KR">
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<script src="/v/home/x/built/scripts/head.built.js" type="text/javascript" charset="utf-8"></script>
</head>
<body class="page-home ac-nav-overlap" data-word-join data-anim-scroll-group="body" cz-shortcut-listen="true">...</body>
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```



Browser & Device correspondence

	iPhone SE	iPhone/Pro	Galaxy	Tablet
Safari	0	0	0	0
Chrome	0	0	0	0
FireFox	0	0	0	0
Opera	0	0	0	0
IE 11	0	0	0	0
IE 10	0	0	0	0
IE 9 *no longer supported	0	0	0	X

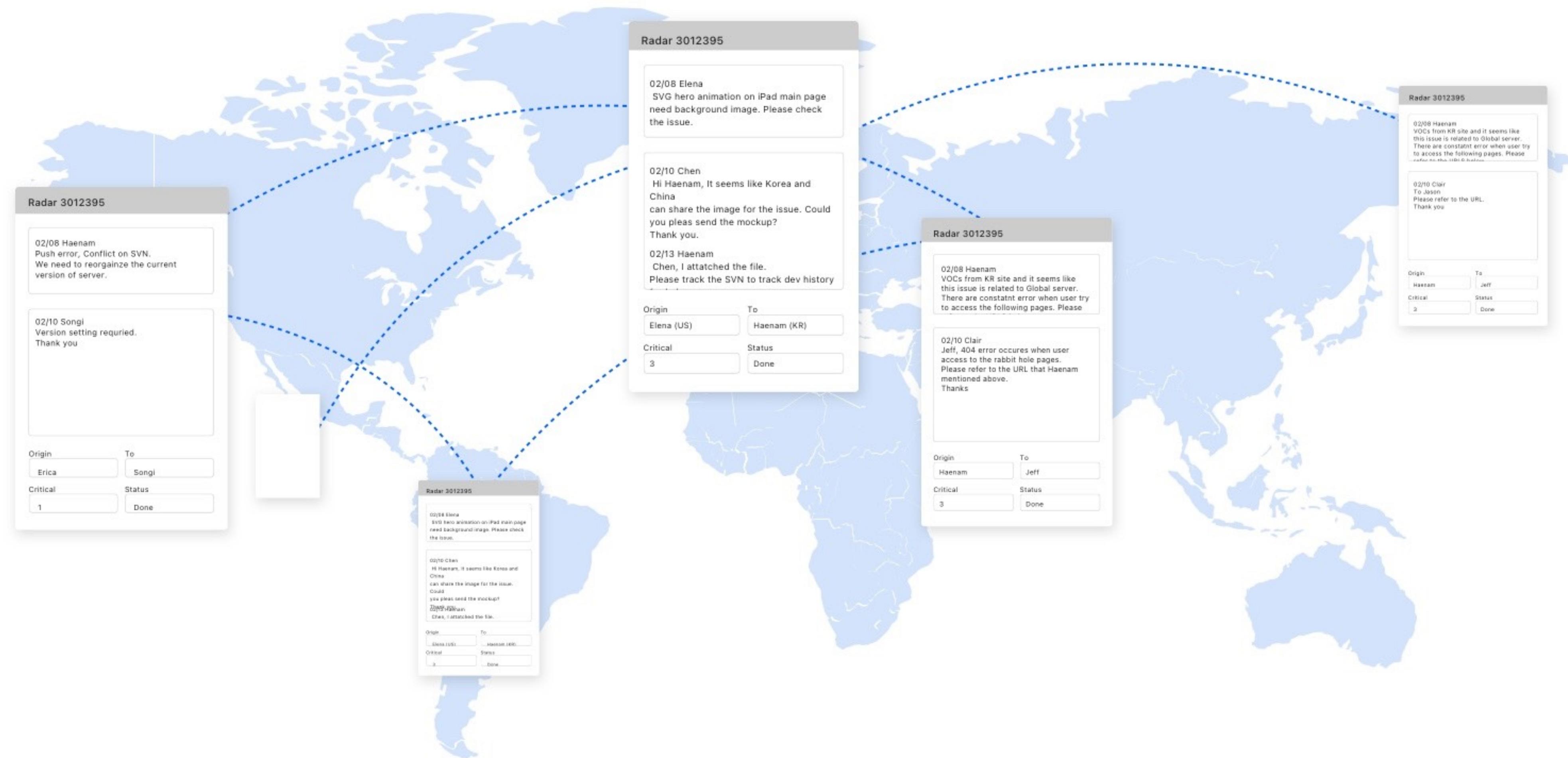
Example information to keep confidentiality

#VOC #Global

It was essential to listen to worldwide VOC because we shared many design & code sources and data globally.

In particular, teams from APAC countries collaborated more often to improve user experience since we have a similar user environment and culture.

We discussed issues, shared mockups, gave solutions for Asia-only issues and design considering user need.



Example information to keep confidentiality

#Silicon Valley Workshop #face to face

Workers from other countries gather at Apple's headquarters in Silicon Valley several times a year.

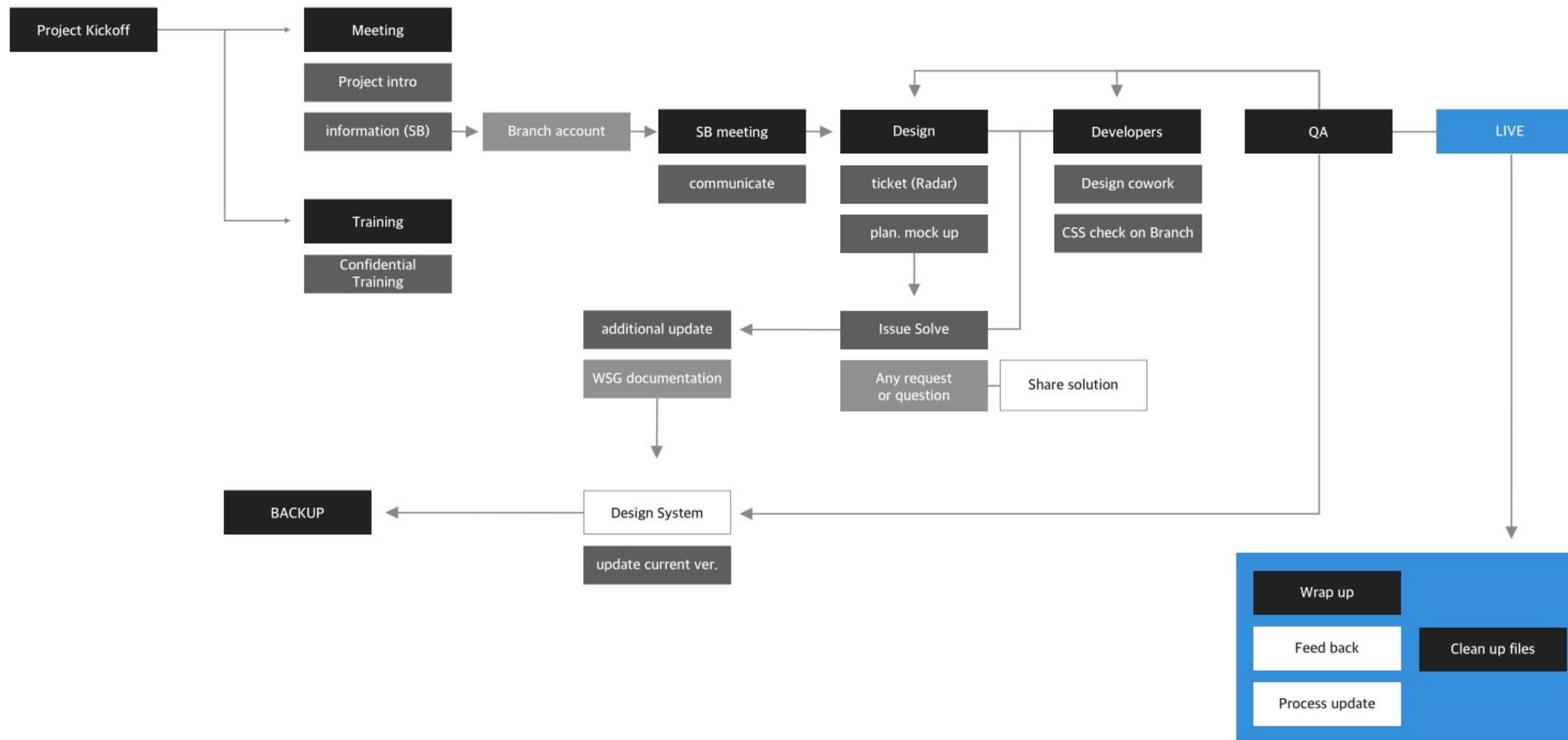
We worked for a certain period of time to launch new products and share knowledge and give better solutions for perfect service.

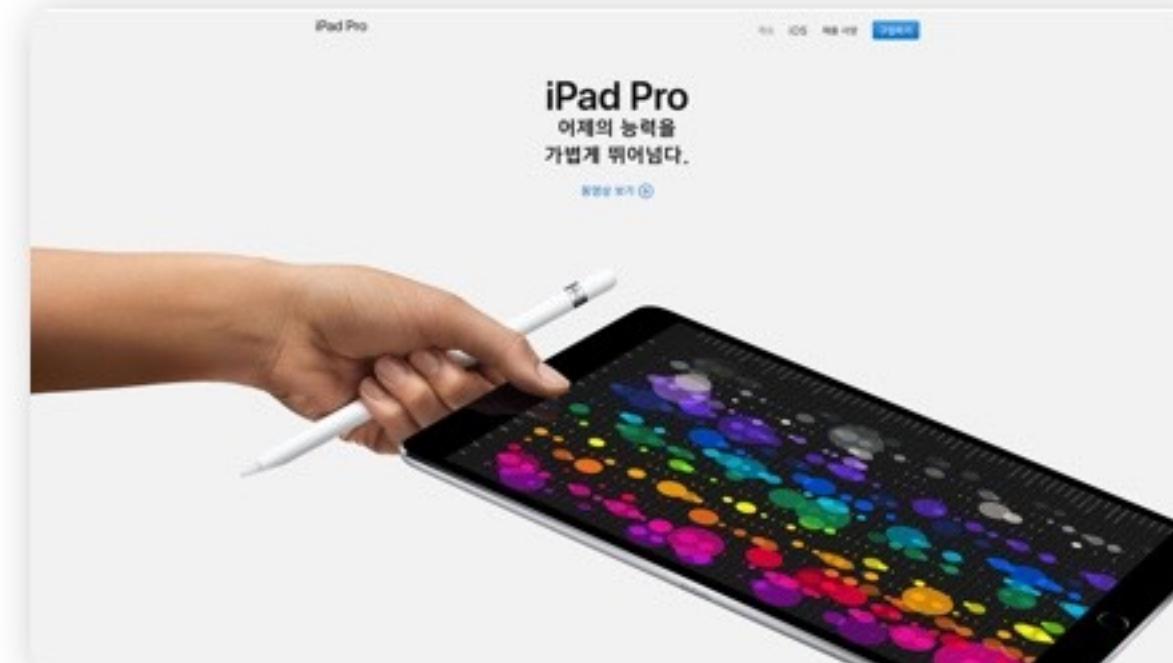
While stimulating and cheering each other, each of us was able to develop our capabilities with a wider perspective.

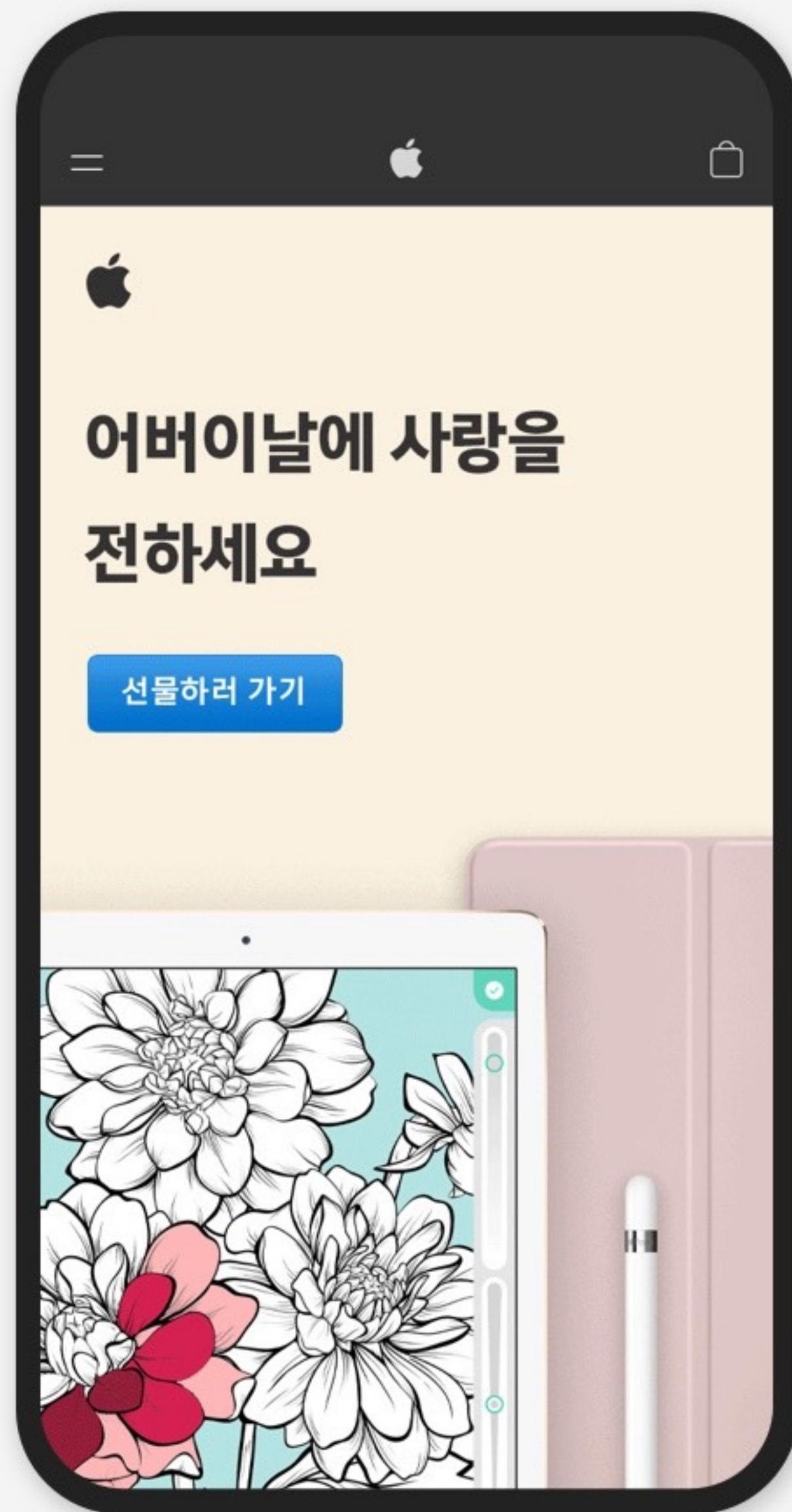


#Design process #Better quality

My team tried to utilize fast and smart design process to solve various user issues. During the process, each team updated our local design fundamental system and document it. Designers merged and managed design sources using SVN tools in each branch. Also, we conducted 3 times QA before going live for advanced quality.







Mobile Ver.

Pulmuone e-commerce

2019.12 ~ 2020.01



Summary

#GA #UV #Target sale x3 #Agile #JIRA+Trello

The update started with improving the usability of the service considering GA(Google Analytics), VOC, and research data. While improving the UV(User View) rate, we took into account boosting overall sales improvement and obtaining new customers. We used agile methods to develop each module and collaborate with other teams.

Tools

Protopie, Photoshop, Illustartor, Sketch, HTML/CSS, jQuery

#ASIS #Analyze #GA

ASIS research based on GA Data + Improving user experience + considering UVs, bounce rates, CTR (click-through rates), and external data.

We worked agile to update the user journey and defined the issues about each page. From wireframe & prototypes to development, everyone puts their effort to deliver practical solutions with better functions.

Key Concern

- Increase CR(Conversion Rate) :UV -> Bounce Rate ↓ -> purchase
- Difficult User flow disturb users to purchase
- Speed, speed, speed!

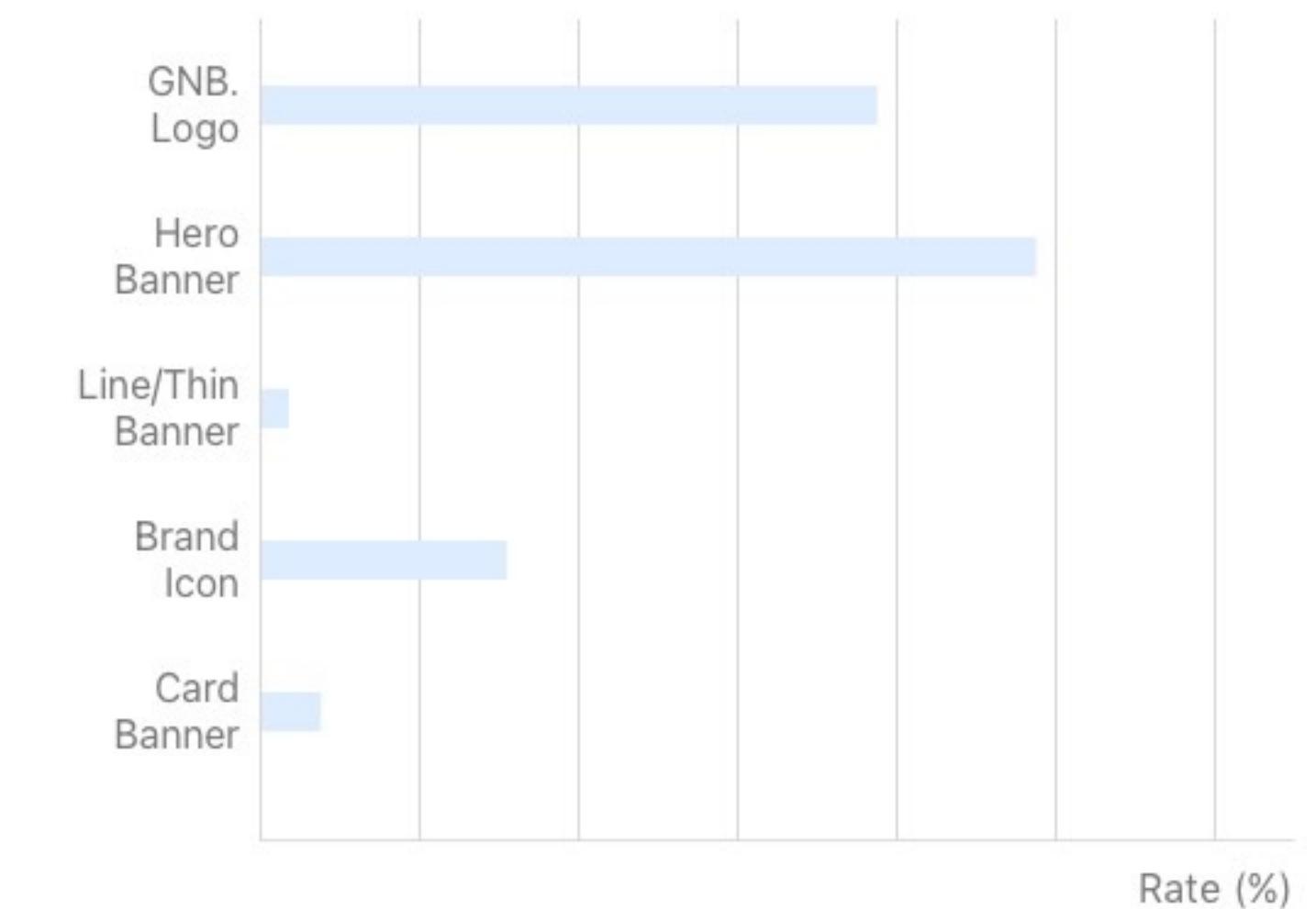
User Bounce Rate



User View by Menu Categories



User View by Module (Main Page)

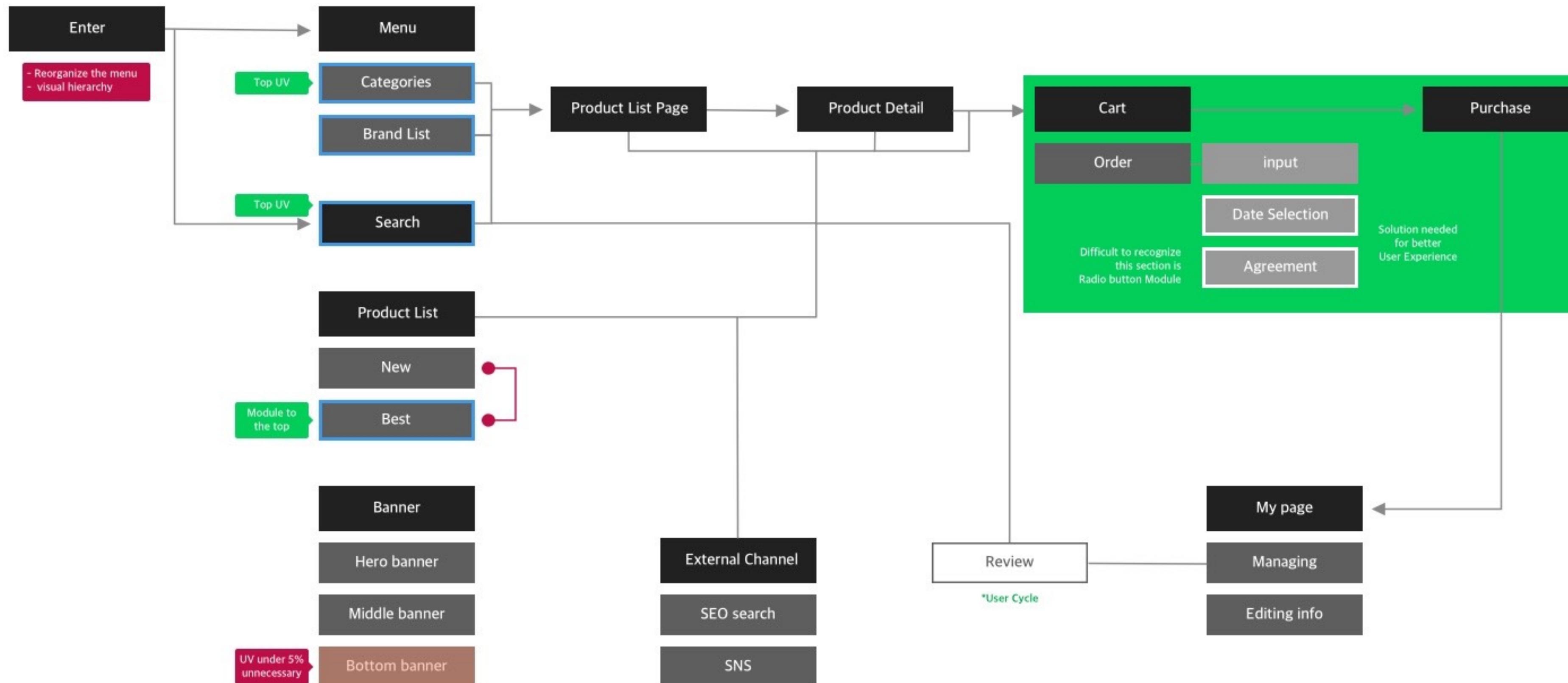


#User defection #Analyze

To figure out the current problems of each menu and module, we decided to check the UV and bounce rate of each step.

After identifying the problem, we worked in agile per issues/modules/pages during a certain period (1-3 months) regarding its visual & information hierarchy.

After the update, CTR(click through ratio) has improved dramatically and our team achieved more than 3 times the target sales goal.



#Wireframe #Test

From IA, GNB, main page to product lists & detail pages we updated key service pages and conducted numerous benchmarking, testing, and prototyping.

After collecting research & a month of A/B test data, we were able to provide more suitable design solutions to meet user needs.

As a result, the purchase conversion rate increased by more than 12%, and the bounce rate decreased by almost 20%.

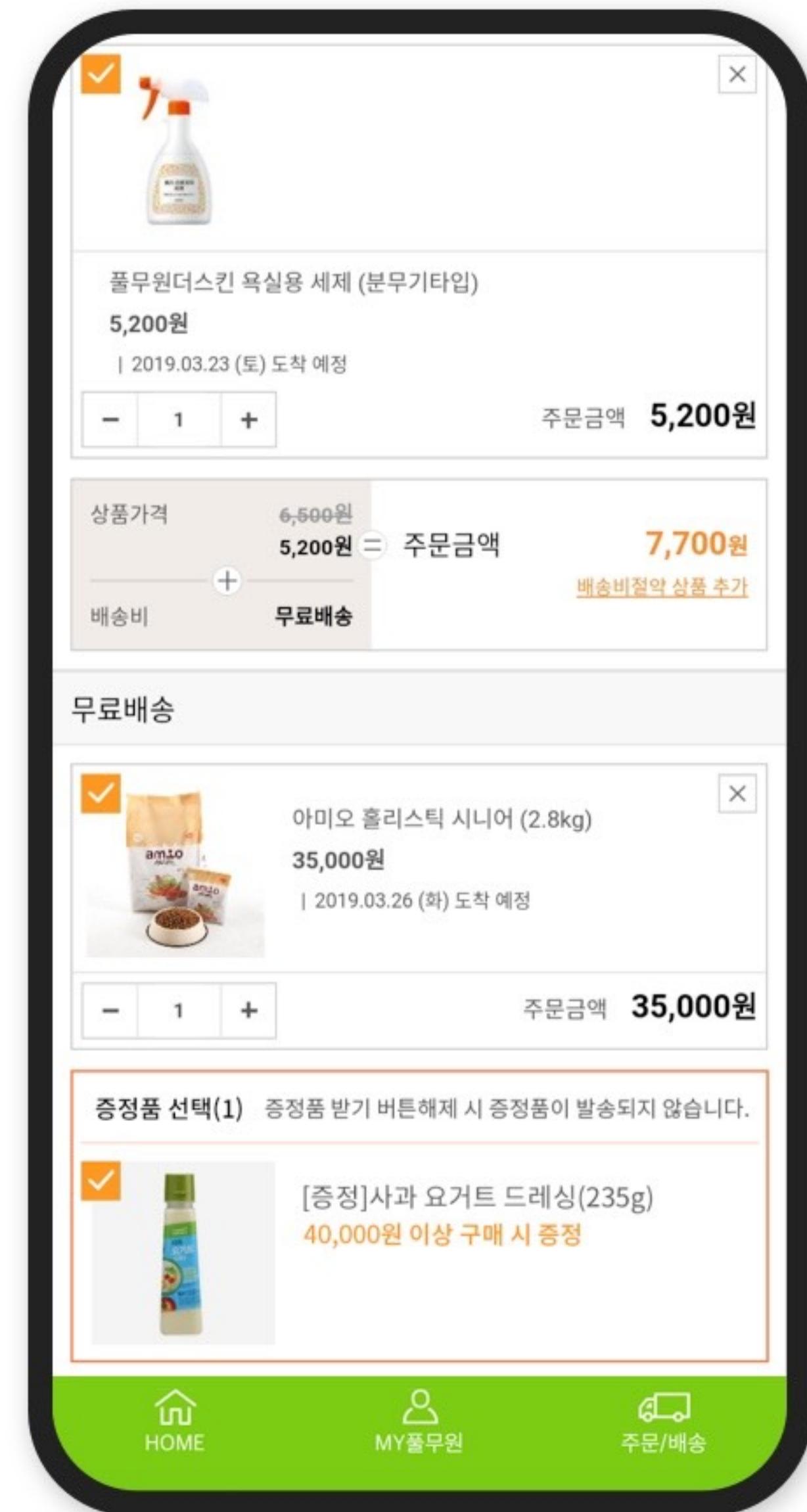
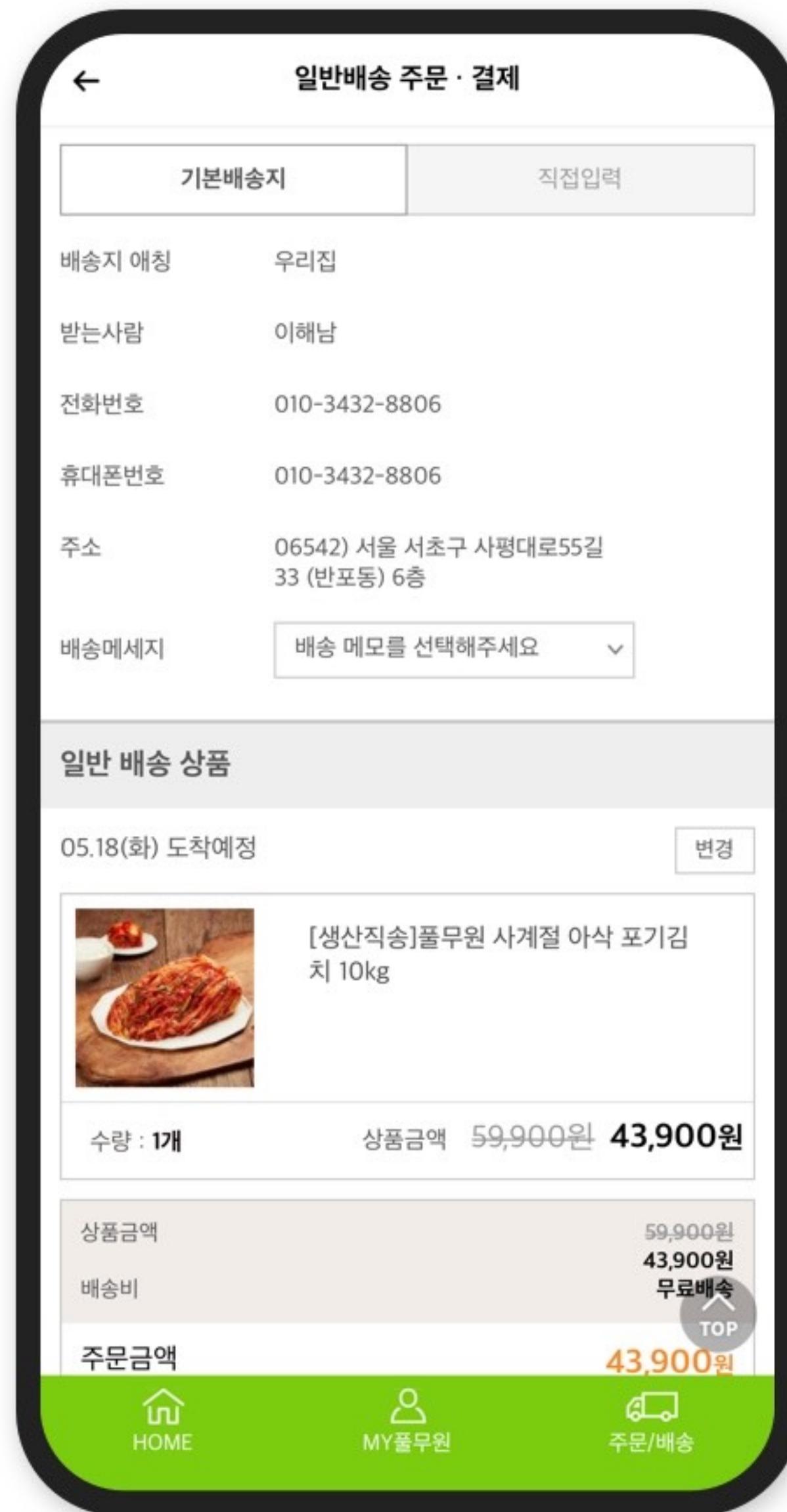
The image displays a 4x6 grid of wireframe prototypes, likely from an A/B testing session, illustrating different design variations for a shopping cart or payment interface. The prototypes are arranged in four columns and six rows. Each prototype includes a large green 'CTA' button at the bottom.

- Row 1:** Three prototypes on the left show a two-column layout for product items, each with a 'product image' placeholder and a '제품명을 입력하세요 최대 2줄...' input field. The total value '20,000' is displayed below the second item. The rightmost prototype shows a single column for products and a detailed '주문 고객 정보' (Order Customer Information) section with fields for name, phone, email, delivery address, recipient, and delivery date.
- Row 2:** Three prototypes on the left show a two-column layout for product items. The rightmost prototype shows a detailed '결제 수단' (Payment Method) section with options for 세액 배송 (Sales Tax Delivery), 기본배송 (Standard Delivery), and 담당배송 (Delivery by Agent). It also includes a note about delivery times and a '선택한 결제수단을 다음에도 사용' (Use selected payment method next time) checkbox.
- Row 3:** Three prototypes on the left show a two-column layout for product items. The rightmost prototype shows a detailed '결제 수단' (Payment Method) section with options for 신용카드 (Credit Card), 실시간 계좌이체 (Real-time Bank Transfer), 현대카드 (Hyundai Card), and 일시불 (Installment). It also includes a note about delivery times and a '선택한 결제수단을 다음에도 사용' (Use selected payment method next time) checkbox.
- Row 4:** Three prototypes on the left show a two-column layout for product items. The rightmost prototype shows a detailed '결제 수단' (Payment Method) section with options for 신용카드 (Credit Card), 실시간 계좌이체 (Real-time Bank Transfer), 현대카드 (Hyundai Card), and 일시불 (Installment). It also includes a note about delivery times and a '선택한 결제수단을 다음에도 사용' (Use selected payment method next time) checkbox.
- Row 5:** Three prototypes on the left show a two-column layout for product items. The rightmost prototype shows a detailed '결제 수단' (Payment Method) section with options for 신용카드 (Credit Card), 실시간 계좌이체 (Real-time Bank Transfer), 현대카드 (Hyundai Card), and 일시불 (Installment). It also includes a note about delivery times and a '선택한 결제수단을 다음에도 사용' (Use selected payment method next time) checkbox.
- Row 6:** Three prototypes on the left show a two-column layout for product items. The rightmost prototype shows a detailed '결제 수단' (Payment Method) section with options for 신용카드 (Credit Card), 실시간 계좌이체 (Real-time Bank Transfer), 현대카드 (Hyundai Card), and 일시불 (Installment). It also includes a note about delivery times and a '선택한 결제수단을 다음에도 사용' (Use selected payment method next time) checkbox.



Mobile First Design

Considering the fact that more than 80% of users are using the mobile device, we took account on readability, flows, and modules to improve discomfort



Samsung Securities

2020.04 ~ 2020.06



Summary

#Research #Design Guide #Concept #Brand Identity

To help users easily understand the complex financial information, we conducted benchmarking, analysis, and trend research. After some updates, we found that user access to each service more quickly and easily compares to ASIS service according to the prototypes. And we reinforce the brand identity with SAMSUNG Blue color and utilized the symbol with key information.

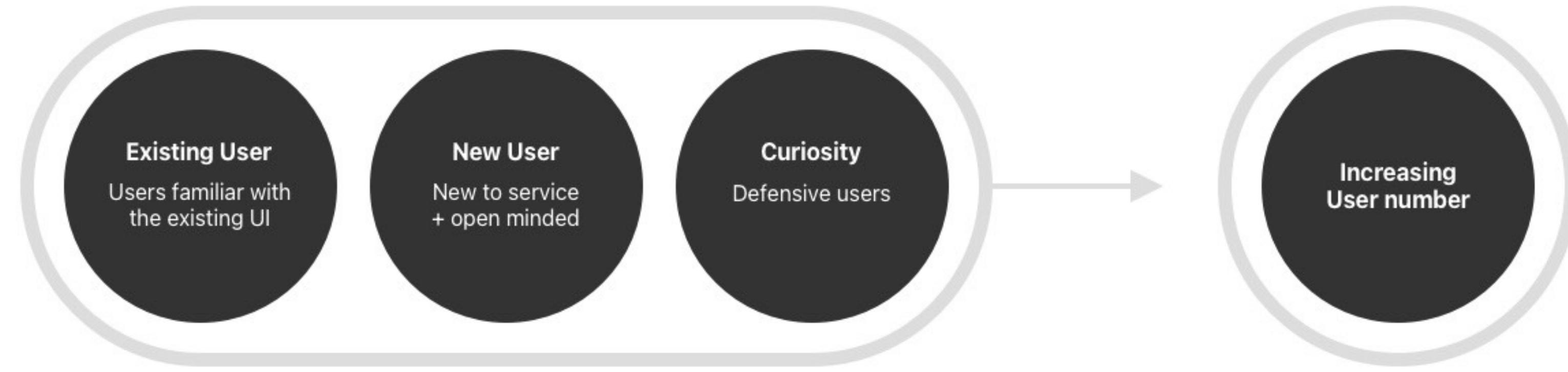
Tools

Sketch, Photoshop, Illustrator, Keynote

#Target #Goal

The data from VOC & analysis on user behavior were mainly about difficulties because of complicated user flow, information, and difficult terminology. We focused on the fact that it took a lot of time to study the service which caused the increase in bounce rate.

Target User



- Deliver clear information to multi channel users
- Stimulate curiosity with keyword & images

- Preview the next step
- Fast & Easy

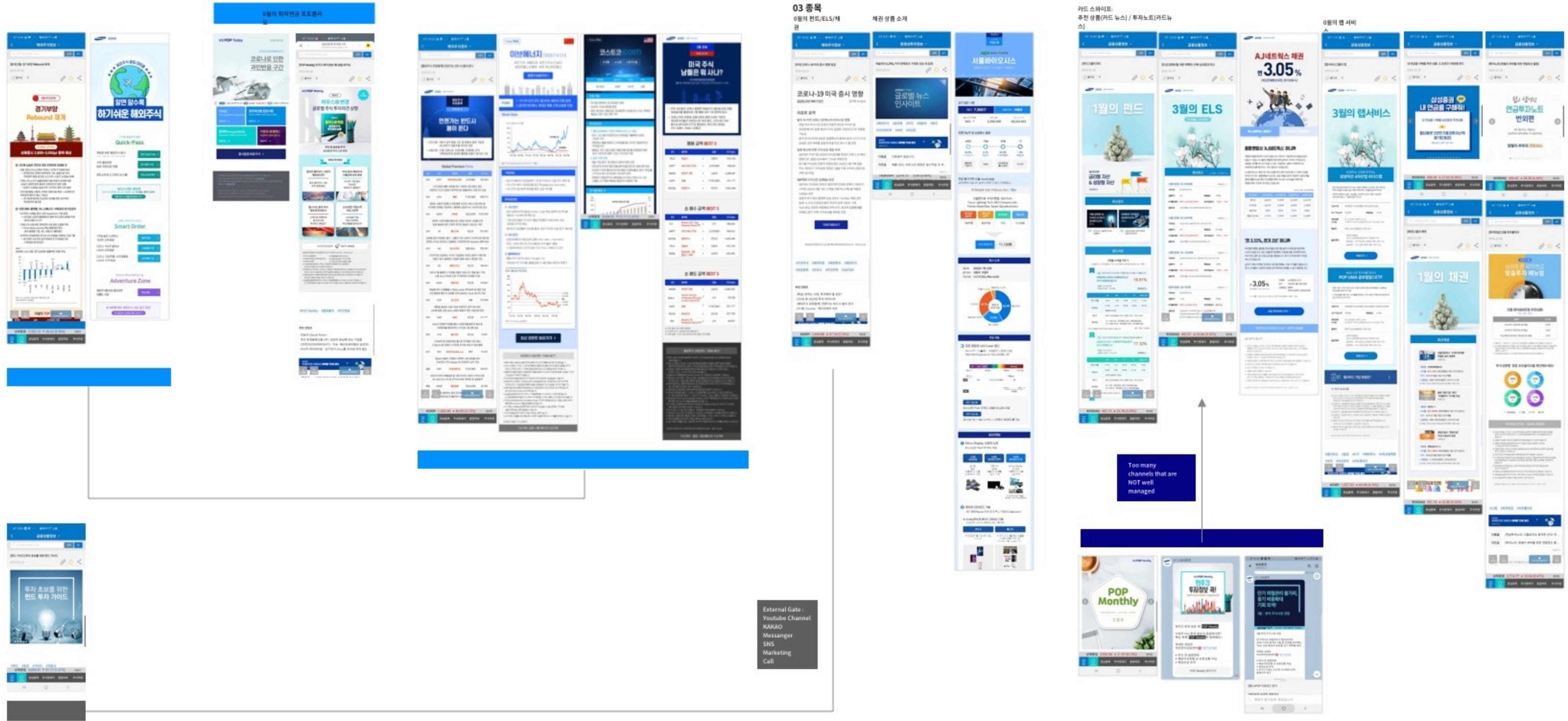
How to develop

- Lower the barrier with friendly terminology & user flow.
- 1 page 1 function, simple and easy!
- Contents with keyword and image : stimulate user's curiosity

#ASIS #Analysis

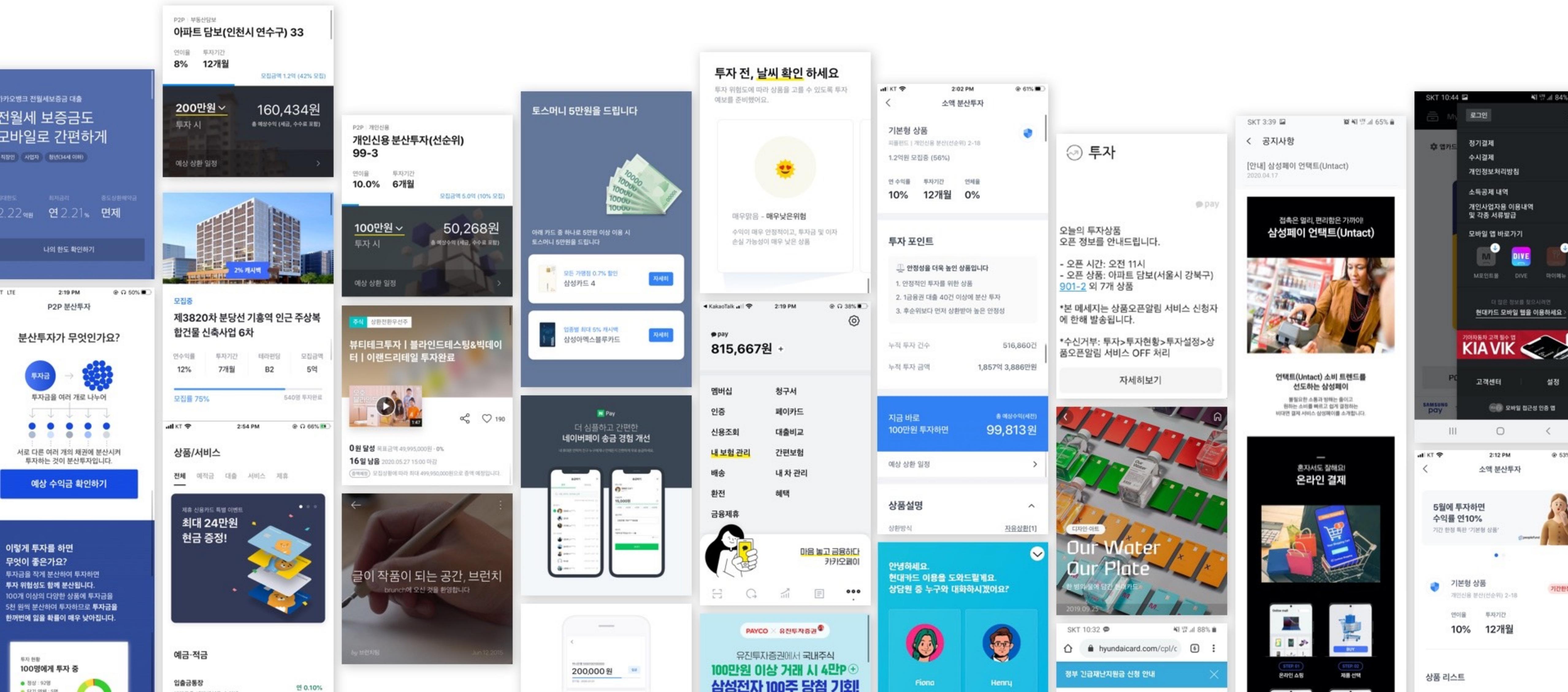
We identified that the information and architecture of the services were too difficult while analyzing user behavior, ASIS data, and VOC.

We focused on the fact that it took a lot of time to study the service so that the bounce rate will continuously increase. Also, It was difficult to obtain accurate user data since there were too many channels that were not properly managed.



#Research

By researching and benchmarking other companies in relevant fields, We found that the current trend is TO BE SIMPLE: reducing unnecessary information rather than provide too much that can cause confusion. They simplify information and help users to predict the next step of function.



#Solution & Concept

To enhance the brand identity, we adjusted the saturation and brightness of blue color not only for normal users but also considered color-impaired users. Also, we provided keywords of information for quick recognition of contents that ultimately provide users more opportunities to explore services.



#Fast

#Information

#Keyword

#Easy

#Trend

리포트 | 2020.06.02

Panic Selling

Panic Selling의 3월,
Panic Buying의 6월

삼성증권 | smart+

리포트 | 2020.06.02

언택트 시대

코로나 시대를 준비하는
우리들의 자세



리포트 | 2020.06.02

대한항공

COVID 19 시대에 떠오르는
소비주의 대표!

#스마트한 정보



해외 리포트

Apple

1Q review-
비빌 언덕은 성장주



삼성증권 | smart+

국내 리포트 | 2020.06.10

대한항공

1Q review - 비빌 언덕은 화물부문
#김영호 analyst

삼성증권 | smart+



리포트 요약

“투자 전 설명 청취, 원금손실 유의,
예금자보호법 상 보호상품 아님”

발표실적 vs 컨센서스: 매출액은 전년대비 22.7% 감소한 2.43조원, 영업이익은 828억원 적자를 기록하여 적자 전환에도 불구하고 과도하게 하향 조정된 시장 컨센서스를 상회.

서비스 변경 안내

발표실적 vs 컨센서스: 매출액은 전년대비 22.7% 감소한 2.43조원, 영업이익은 828억원 적자를 기록하여 적자 전환에도 불구하고 과도하게 하향 조정된 시장 컨센서스를 상회.

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일일시황 | 국내주식 | 해외주식 | 금융상품

종목 최신순 ▼

애플 삼성 주간 추천 종목 10종 (6월 2주)
2020-06-09 hit : 13,910

통장 나누기 자산관리 꿀팁!
#1 통장 나누기
2020-06-09 hit : 13,910

페이스북 이번주 추천 종목
글로벌 주식
2020-06-09 hit : 13,910

부동산 삼성 주간 추천 종목 10종 (6월 1주)
2020-06-09 hit : 13,910

삼성증권 SAMSUNG

팝리포트 | 국내주식

물류리츠-언택트 시대 부동산 투자전략

리츠(OVERWEIGHT)

서비스 변경 안내

발표실적 vs 컨센서스: 매출액은 전년대비 22.7% 감소한 2.43조 원, 영업이익은 828억원 적자를 기록하여 적자 전환에도 불구하고 과도하게 하향 조정된 시장 컨센서스를 상회.

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삼성 P^{OP} Report 신뢰에 가치로 답하다

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종목 최신순 ▼

해외 리포트 | 2020.06.10

Facebook

글로벌 기업 추천 종목
#김영호 Analyst

FACEBOOK

리포트 자세히 보러가기 >

수신거부 : 설정 > 멀티메세지 수신 거부

부동산 삼성 주간 추천 종목 10종 (6월 1주)
2020-06-09 hit : 13,910

Thank You 