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I am an entrepreneur, founder of Forethink, experience designer. Building innovative internet advertisement service.

. As a service designer and researcher, I have built my career as user experience expert in global companies such as Microsoft, Nokia, Philips design, Motorola, and LG Electronics for 20 years. Especially, I have strong competence in creating innovative user experience concepts & prototypes, data visualization UX, building elegant user interface, and orchestrating creative design team.

Academic design research is the other pillar of my design career. I hold a doctorate degree in advanced design study. The topic of my research field is focused on Product Service System design for a society. My doctoral thesis was about a service design for public transportation system.

However, for users, I am always a humble listener and curious observer who is trying to understand their deeper needs, and real wants. I truly believe my team can make a great design by understanding users and market.

Personally, I love cooking (Korean+Nordic) for my friends and family.

## *Work Experience*

**Forethink, Founder**

**Feb. 2016 – Sept. 2017**

- . Startup for innovating internet advertising ecommerce
- . Building iOS apps (Swift) series Fiksu
- . Leading design and develop an internet advertisement service solution: Vaikutin

## Microsoft, Phones, Design

Apr. 2014 – Oct. 2015

- **Senior designer, Espoo, Finland**

- . Senior user experience designer for mobile phone accessory in Phone UX design
- . Developing an IOT hub application, “Microsoft Gadgets” UI, in a LEAN UX method.
- . Developing the Bluetooth LE IOT Sensor, “Microsoft Treasure Tag” device UI and app. UI
- . Developing Screen Sharing, Miracast mirroring device: Device UX design
- . Developing mobile accessory concept design: Ideation, UX scenario, planning for 2016
- . Developing a stereo BT headset, Van Halen: Device UX design

# As IOT (Internet of things) UX expert. Lead UX design from front-end (prototyping, UX workshop) to the end (UI flows, User stories, use cases, UX specs, and fit & finish).

# My products in the market

*Microsoft Screen Sharing for Lumia Phones*

*Microsoft Treasure Tag*

## NOKIA

Apr. 2011 – Apr. 2014

- **Senior user experience designer, Espoo, Finland**

*Jan. 2013 – Apr. 2014*

- . Windows Mobile Phone application design, IOT Sensor related
- . Developing an activity tracking app. Motion monitor for user’s health, wellbeing, UX design
- . Developing the Joyn RCS mobile messenger app. UX design

- **Principal user experience designer, Ulm, Germany**

*June 2012 – Dec. 2012*

- . For the Meego based platform, developing advanced concept designs

# Design innovation in a small screen UX such as QWERTY keypad for smallest smart phone, and natural behaviours with backside touch.

- **Principal innovation expert, Beijing, China**

*April. 2011 – June 2012*

- . Product innovation, Feature Phone division
- . Developing prototypes, innovative demonstrators for future Nokia products as chief designer

# Lead innovation experts in the UX innovation of Nokia S30/S40 platform. Low cost smart phone UX for B2B; solving daily productivity problems.

**INNOUX, Korea**

**Jun. 2010 – Jan.2011**

- **Principal Director**

- . A founder and leader of user experience design consulting team
- . A family company of InnoDesign, a total design brand design studio since 1986
- . Chief designer director, project manager, consulting project for KT app store, web design for Korea Telecom (2<sup>nd</sup> largest mobile carrier in Korea)

# My second start-up. UX team building and consulting for clients. Hoped to be a leading front-end UX consultancy for corporates.

**Philips Design Consulting, Hong Kong branch**

**Aug. 2008 – Jul.2009**

- **Consultant, Interactive Designer**

- . Managing and creating interaction design proposal, user interface guide and UI flow.
- . Touch UI for Google Android based mobile multimedia player, “GoGear Connect”
- . Touch & touch-frame UI for digital photo frame
- . Touch based Human-Machine Interface for In Car Entertainment system, CED750, CID2680
- . Implementing Philips Brand Identity Design Architecture

**Motorola, Korea**

**Apr. 2001 – Jul.2008**

- **Senior Design Researcher**

**Human Factors & Design Research Team**

*Feb. 2006 – July 2008*

- . Planning, executing, analyzing, and promoting global design research projects
- . Managing the Perceived Quality audit management
- . Leader of research projects for touch interface principle study
- . Researching and designing a language predictive input system for Asian languages.

- **Lead Designer**

**User Interface Design Team**

*Apr. 2004 – Feb. 2006*

- . Managing UI/GUI design team for Sprint US
- . Producing user interface design guidelines and UI flow schematics
- . Designing innovative UI experience for advanced concepts and portfolio products

- **Design Strategy Planner**

**Global Design Planning Team**

*Apr. 2001 – Apr. 2004*

- . Managing the Global Trend Monitoring Program and published monthly newsletters
- . Researching ethnography researches and trend researches
- . Developing a user experience design strategy, concept and process
- . Developing advanced product design concepts for the future Motorola business

## **LG Electronics**

**Dec. 1995 – Mar.1998**

### **• Industrial Designer**

**Research & Simulation design team, Corporate Design Center**

- . Designing advanced digital products: design research, concept, and design
- PDA, DVD, Network Computer, Ergonomics keyboard.

## ***Education***

**Doctor in Design, advanced design study, Hongik Univ. IDAS, Korea**

**2008 –2015**

# Research focus on Product-Service System design strategy

**MFA, Industrial Design, Hongik Univ. Korea**

**1998 - 2000**

# Research focus on interaction design and user centered design development

**BFA, Industrial Design, Hongik Univ. Korea**

**1990 - 1996**

# Focus on product design and advanced concept design

## ***Other skills and experience***

### **Patent**

#### **• “Content Browsing System with Multi-level Circular Index and Automated Contents Analysis Function”**

**2005**

- . Registered in Korea: KR0363619, USA: US 6,920,445 B2
- . Method and an apparatus for easy contents browsing
- . Sold to a patent holding company. Currently, holding “Inventor’s license” for the patent.

### **Teaching experience (recent)**

- . ‘Human Factors’, Hongik university Industrial Design Dept. 2010

- . 'Universal design', Hongik university Industrial Design Dept. 2008
- . 'Design Strategy', The university of Seoul Graduate school 2007

### **Creative design course development**

- . **The** Informance workshop course for designers (advanced design scenario method) since 2010
- . Lego Serious Play™ Creative Workshop course for designers (advanced brainstorming and scenario building) since 2008

### **IT Skills**

#Adobe\_suits #Arduino #Swift3 #HTML/CSS #Javascript #GoAnimate #miniTab #MSoffice  
#Visualstudio #Node.js #Bootstrap

### **Design Skills**

#wireframes #prototyping (Justintime) #storyboards #user-scenario (GoAnimate, Lego Seriousplay) #LeanCanvas #UX flows (user flow, user journey) #Statistics (miniTab)  
#Graphic-UI (Adobe, Sketch3) #Technical-Drawing (AutoCad)

### **Certification**

- . Leading Service Business Program, Aalto Executive Education, Helsinki, 2015
- . Certificated facilitator for Lego Serious Play™ workshop, Munich, 2012

### **Portfolio & Work samples**

- LinkedIn Profile  
<https://fi.linkedin.com/in/alfbae>
- Portfolio:  
<https://drive.google.com/file/d/0B5myESs5gGVJWDJ2OElrLS1iTUk/view?usp=sharing>
- Work samples:
  - Number Space Visualization  
<https://drive.google.com/file/d/0BwwPqpnlsIViLU9NU25uVmFSbTQ/view?usp=sharing>
  - Motion monitor project story  
<https://drive.google.com/file/d/0BwwPqpnlsIVidm9VSzZ4aHo3NGc/view?usp=sharing>
  - Motion monitor explainer video  
<https://www.youtube.com/watch?v=6bbMzBqZ508>
- Doctoral thesis: Product Service System Design for a Flight Luggage Weight Management  
<https://drive.google.com/file/d/0BwwPqpnlsIViVkf4T0dTNGJQSTA/view?usp=sharing>

Thanks. This CV is prepared at September. 2017. Alf Bae.