

# Alf Bae

Founder of Forethink

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## Summary

I am making a pleasant user experience. I can lead all design process from front-end to final: concepting, drawing scenarios, building prototype, producing interaction design, and UX debugging in a lean way or traditional way.

I am a user experience designer with strong product building experience in designing successful products for consumer electronics & mobile phone. Especially, expert in innovative user experience concepting, building elegant user interface, and creative design directing.

Also, academic design research is the other pillar of my design career. I am a doctor in advanced design study, focusing on a service design for a society.

However, for users, I am just a humble listener and curious researcher who is trying to understand their deeper needs and real wants.

Specialties: Specialized in advanced user experience concepting, User interaction design for mobile device and IOT device. Designed courses for design students and often lead a workshop as a leader for creative innovation using UX methods such as Lego Serious Play, Informance (Informative performance, Bodystorming).

Personally, life long Star Trek fan.

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## Experience

### Founder

January 2016 - Present

Digital service startup. Building Vaikutin, an internet advertising solution. Produced iOS apps. (Fiksu Count, Fiksu Calc, Just Browse for Netflix)

### Principal Designer at Microsoft

April 2014 - October 2015 (1 year 7 months)

- . Senior user experience designer for mobile phone accessory in Phone UX design
- . Developing IOT hub application, "Microsoft gadget" UI, in a LEAN way
- . Developing BTLE IOT Sensor, "Microsoft Treasure Tag" device UI and app. UI
- . Developing Screen Sharing, Miracast mirroring device: Device UX design

. Developing Gear16 concept design: Ideation, UX scenario, planning for 2016 Gear UX

. Developing Stereo BT headset: Device UX design

# As IOT UX expert. Lead UX design from front-end (prototyping, UX workshop) to the end (specs and fit & finish).

# My products in the market

### **UX Designer at Nokia**

January 2013 - April 2014 (1 year 4 months)

- Senior user experience designer, Espoo, Finland Jan. 2013 –Apr. 2014
- . Windows Mobile Phone application design, IOT Sensor related
- . Developing activity tracking app. Motion monitor for user's health, wellness, UX design
- . Developing Joyn RCS chat app. UX design

### **UX designer at Nokia**

January 2013 - April 2014 (1 year 4 months)

- Principal user experience designer, Ulm, Germany June 2012 – Dec. 2012
- . For Meego based platform, developing advanced concept designs

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

### **Principal designer at Nokia**

April 2011 - May 2012 (1 year 2 months)

- 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 UX innovation of Nokia S30/S40 platform. Low cost smart phone UX for B2B; solving daily productivity problems.

### **Principal partner**

June 2010 - December 2010 (7 months)

- 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, consulting project for KT app store, web design for Korea Telecom (2nd 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.

## **Design Consultant at Philips**

August 2008 - July 2009 (1 year)

Interaction Design Team

Royal Philips Design Consulting LTD. Hong Kong Branch

. 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

## **User Experience Design at Motorola**

April 2001 - July 2008 (7 years 4 months)

• 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 Control on product design, user interface design & engineering

. Leader of research projects for touch interface principle study

. Researching and designing language predictive input system for Korean, Chinese and Hinglish

• 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 Global Trend Monitoring Program and published monthly newsletter

. Researching ethnography researches and trend researches

- . Developing user experience design strategy, concept and process
- . Developing advanced product design concept for future Motorola business

### **Industrial Design at LG Electronics**

December 1995 - March 1998 (2 years 4 months)

Research & Simulation Design Team., Corporate Design Center

Information product design group.

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

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## Education

### **Hongik University**

Doctor in advanced design study, Advanced design study, 2008 - 2015

**Activities and Societies:** IDAS ( International Design Advanced Studying) Graduated at 2015

### **Hongik University**

MFA, Industrial Design, 1998 - 2000

**Activities and Societies:** Amateure radio, HL0AEO

### **Hongik University**

BFA, Industrial Design, 1990 - 1995

**Activities and Societies:** Industrial Design Dept.

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[Contact Alf on LinkedIn](#)