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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*](http://www.microsoft.com/en/mobile/accessory/hd-10/)  
[*Microsoft Treasure Tag*](http://www.microsoft.com/en/mobile/accessory/ws-2/)

**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 (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.

**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 Playtm 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 Playtm workshop, Munich, 2012

**Portfolio & Work samples**

* Linkedin Profile  
  [*https://fi.linkedin.com/in/alfbae*](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*](https://drive.google.com/file/d/0BwwPqpnlsIVidm9VSzZ4aHo3NGc/view?usp=sharing)

Motion monitor explainer video  
[*https://www.youtube.com/watch?v=6bbMzBqZ508*](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*](https://drive.google.com/file/d/0BwwPqpnlsIViVkF4T0dTNGJQSTA/view?usp=sharing)

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