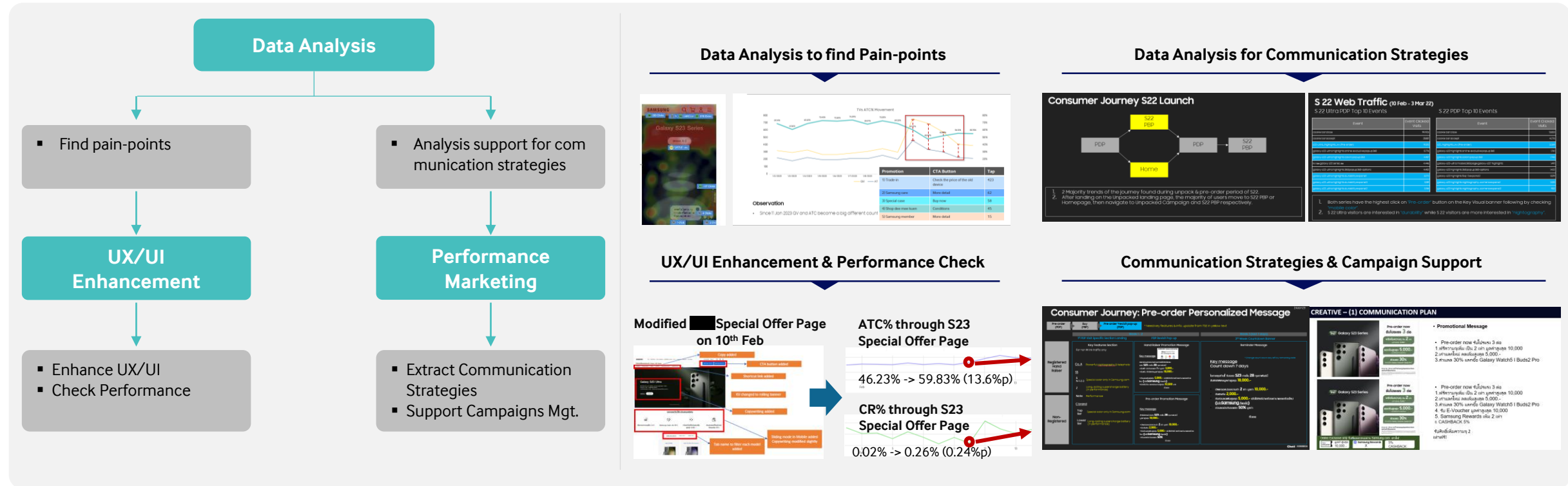


Career Journey

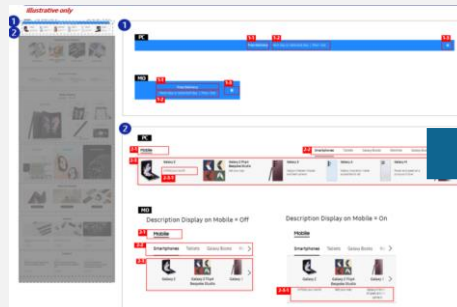
Cheil Thailand

Work Process of Conversion Rate Optimization Project



Website Audit & Quick Fix

- Website Audit based on Customised Checklists
- Quick Fix Communication to publish modified content

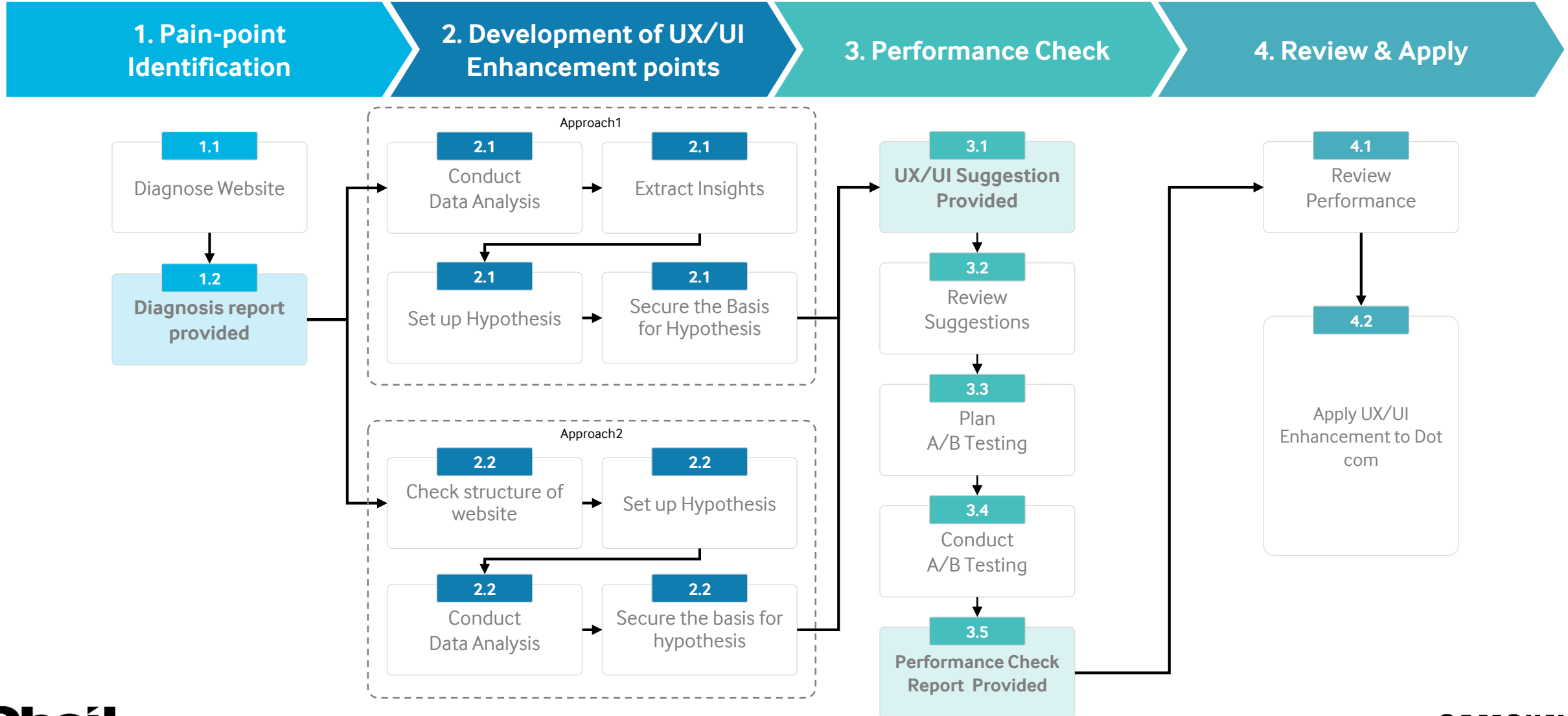


Category	Questions
USP Banner (Local)	1-1. Headline Is the text of Headline formatted with Max 29 characters? (up to 2 lines)
	1-2. Description Is the text of Description formatted with Max 58 characters? PC - up to 1 line MO - up to 2 lines
	1-3. Play/Pause Controller Can auto sliding be played? Can auto sliding be paused by clicking on the controller button?
LNB	2-1. LNB Headline Is the text of Headline in LNB formatted with Max 28 characters? (up to 1 line)
	2-2. Navi Menu List Is the number of LNB Menu Items between Min 0ea - Max15ea? (Recommend Max 7ea) Is the text of LNB Menu item formatted with Max 32 characters? (up to 1 line)
	Is the text of Featured Item formatted with Max 24 characters? (up to 2 lines)
	Is the number of Feature Item between Min 0ea - Max3ea? (Recommend Max 7ea)
	Is image resolution one of these below? PC image size: W. n X H. 96 px MO image size: W. n X H. 108 px
	2-3. Featured Item List In case of PC, Is the text of Featured Item formatted with Max 34 characters? (up to 2 lines) In case of MO, Is the text of Featured Item formatted with Max 30 characters? (up to 2 lines)

- Regular Audit
- Ad-hoc Audit

UX/UI Enhancement Workflow

Enhance UX/UI of Dotcom from systematic Analysis Approach

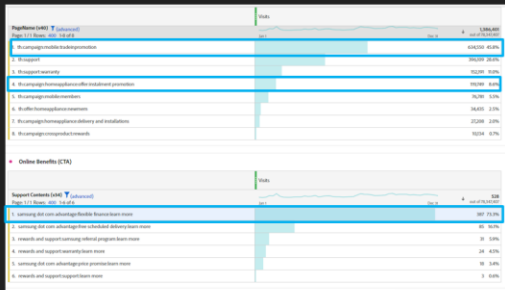


UX/UI Enhancement – Quantitative Analysis

- Analysing data by using Adobe analytics and heatmap to support communication strategy and enhance UX/UI in dotcom.

Data analysis support for communication strategies

Visitors topic of interest



For overall website visit, high traffic and CTA was found in "trade-in promotion" and "installment promotion" topic.

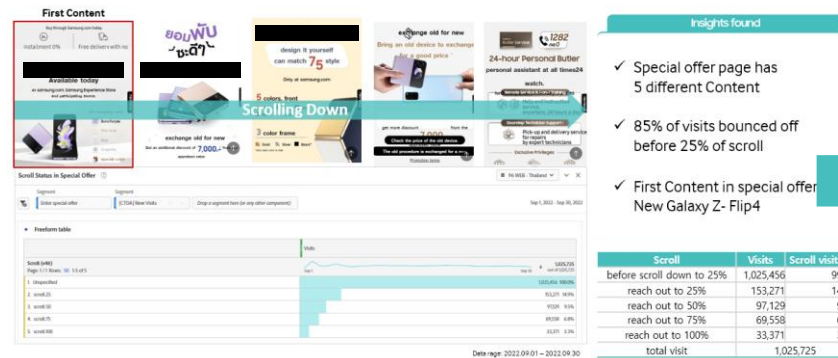
Fallout Analysis

Comparing Trade In & Non Trade-in Visits

Scenario	Visit	Order	CVR%
Not Trade-in	278,232	28	0.01%
Trade-in	22,085	6	0.03%

Higher conversion rates found in "Trade-in promotion" visitors x 3 times more conversion than not visiting trade-in.

Extract pain points based on data analysis – Analysis with the goal of 2 points per week (MX 1, CE 1)



Issue Found & Fixed
No hashtag landing to each section of promotion

TVs Performance: New OLED Preorder Journey



Observation

- When customer click Preorder at KV then it will lead customer to section below in same page and customer around 31.4% do not click to PF product card in picture number 2

Action

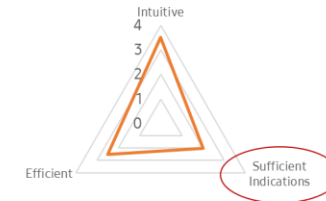
- Change destination of preorder button at KV to PDP/PBP directly for get more customer in PDP/PBP

Issue Found & Fixed
Buy now button led traffic to inappropriate destination

- Analysing data by heuristic evaluation, competitor research, and usability test to understand customer behaviours

Overall Webpage UX: 

Aesthetic and Minimalistic Design

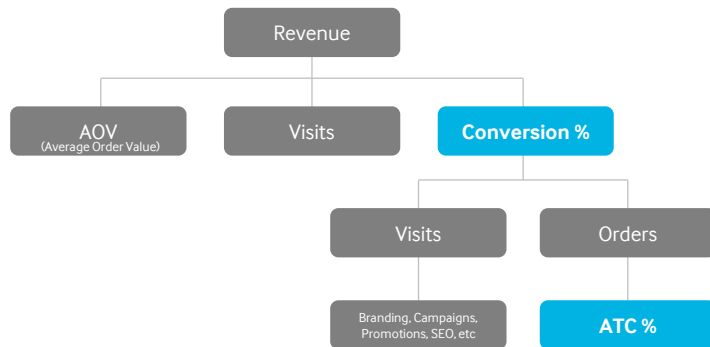


UX/UI Enhancement

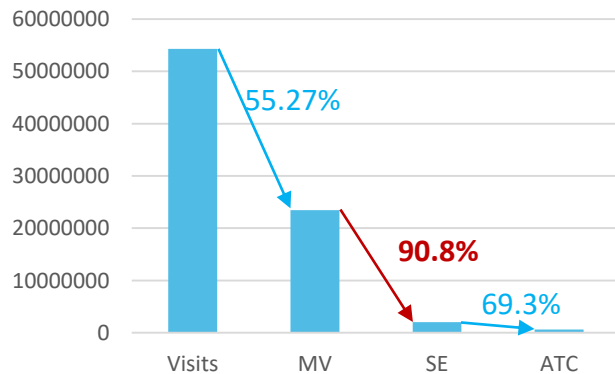
Approach

Sales Engagement % → Add to Cart % → Orders %

KPI Map for Final Goal



Traffic Analysis Status



UX Enhancement Process

1. Identify Pain-point based on data analysis or research
2. Develop UX/UI Enhancement points
3. Check Performance with A/B Testing (Only Dotcom)
4. Review & Apply results

**Increased Productivities
of Deliverables
to 1-2 per week
from 1-2 per month**

UX/UI Enhancement Proposal

AS-IS Boring & Difficult to understand

Findings

1. 2022 1H TSE Shows increase in CVR (0.03% → 0.09%)

- Less Visits by Social which shows relatively low conversion rates and less imputed
- Increase in Orders lead by Natural growth in Viral with 2022 Flagship Launch.
(Natural Search and Paid Search channel shows higher CVR during Feb-Mar22)
- Prepare for Check-up on August Flagship Model Launch

2. 63% of Visit comes from [Paid] channel (landed Offer Pages)

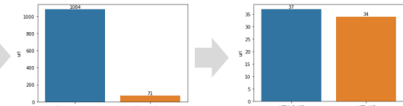
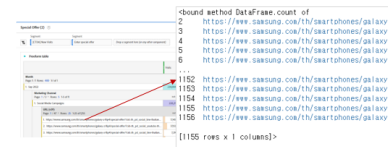
- Paid channel contributes 64% of Visits but 21% of Orders
- 77% of Visits from Social Campaign leaves Dot.com with only Single Page View.
- Enhance Visits from Natural Search
- Find the leakage Point to enhance Conversion through Offer Pages

3. 98% Visits drop out from [PBP] page and not connected to Purchase Journey.

- Purchaser visits Dot.com 5.3 time in average, Visiting intention divided as 'Browsing' or 'Purchasing'.
- To shift customer from Browsing Journey to Purchase Journey team will focus on Page with biggest drop %.
- Focus on PBP and stretch out to related pages

TO-BE Concise & Easy to understand

Most URLs do not include target section



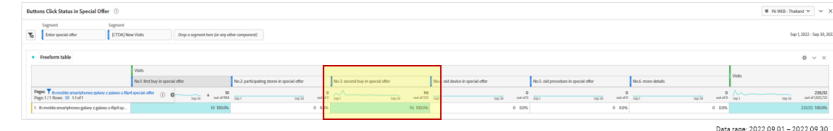
2.9% of target section assigned to the campaign URL
Highest Clicks in Campaign URL with target section

```
url_string_with_pound_sign_with_cid
bespoke 34
septpromotion 2
camera 1
Name: url, dtype: int64
```

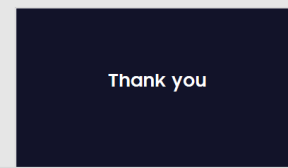
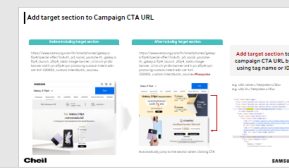
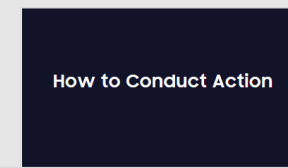
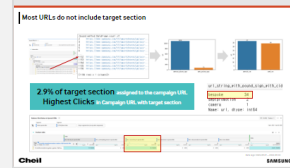
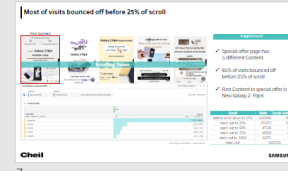
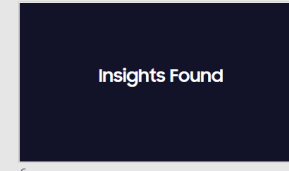
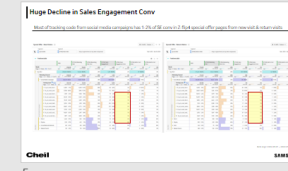
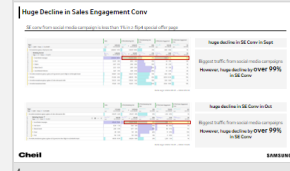
Cheil Thailand

Campaign C
Suggesti

30th October 2022

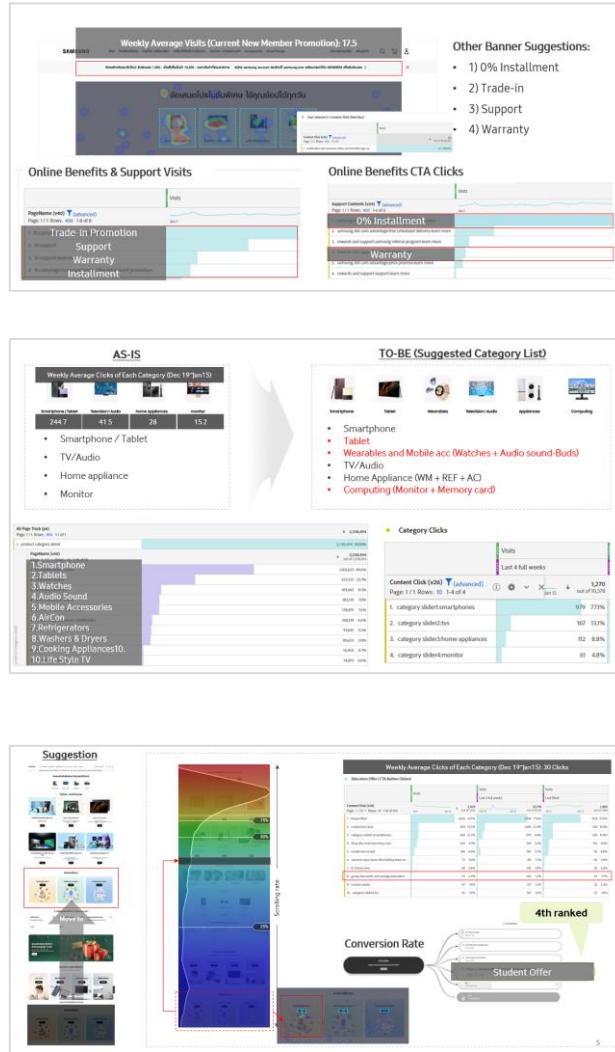


on Background

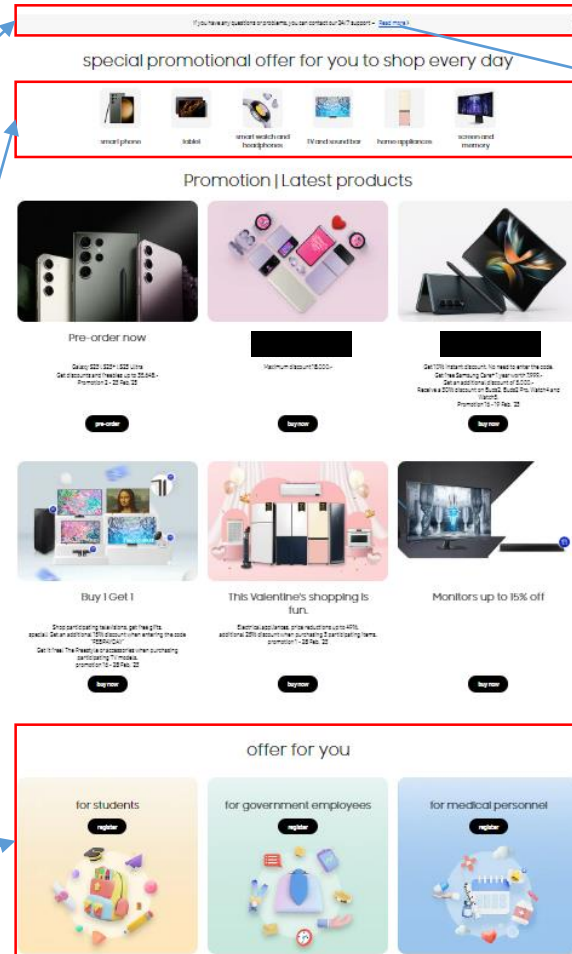


UX/UI Enhancement Performance

Data Analysis for UX/UI Enhancement



UX/UI Enhancement Points



Band banner added

Hyperlink added in band banner

Reorganised category based on data analysis

move up Student Offer

Main Enhancement Points

- Add band banner to promote online benefits and information that users are interested in the most.
- Add hyperlink in copywriting See more> to increase CTR.
- Give customers more selections to choose from (currently lacking selling opportunities)
- To move up Student Offer (below the main offer section) to increase the promotion visibility

UX/UI Enhancement Performance

Sales Engagement Increased - MV% 40%P UP, QV% 17%P UP

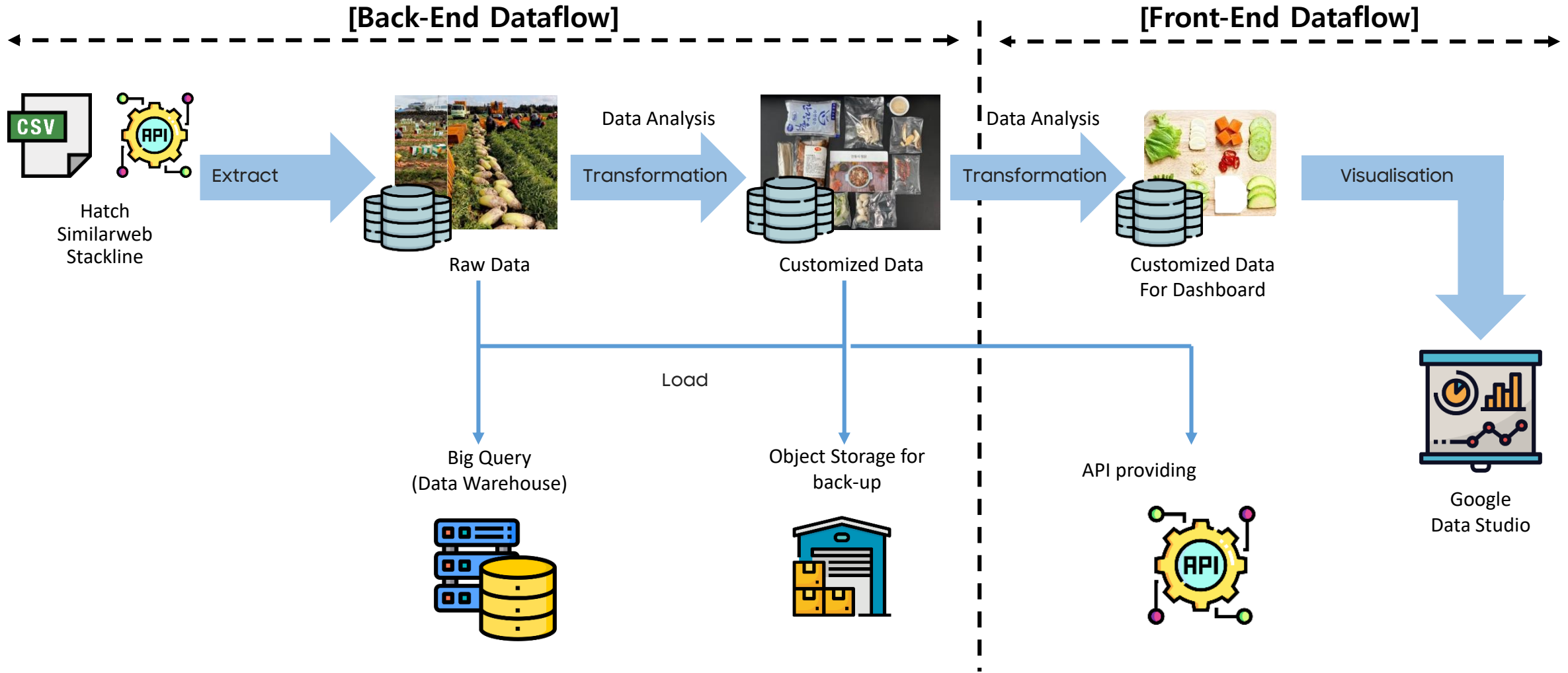
Offer Page	Visit	MV	MV%	QV	QV%
2023.01.23 - 2023.02.12 (3 weeks after Enhancement)	14590	13765	94.35%	6434	46.74%
2022.12.26 - 2023.01.15 (3 weeks before Enhancement)	8780	4719	53.75%	1399	29.65%

● Before Enhancement ● After Enhancement

Click Performance		Before implement	1st Week (20 ~ 26 th)	2nd Week (27 ~ 2 nd)
1) USP Banner	• New Member Promotion	17.5	-	-
	• 0% Installment	-	32	31
	• Trade-in	-	17	20
	• Support	-	6	5
	• Warranty	-	3	3
2) Category Page Update	• Smartphone / Tablet	244.7	-	-
	• TV/Audio	41.5	-	-
	• Home appliance	28	-	-
	• Monitor	15.2	-	-
	• Smartphone	-	547	554
	• Tablet	-	122	112
	• Wearables and Mobile acc	-	112	122
	• TV/Audio	-	38	52
	• Home Appliance	-	35	28
	• Computing (Monitor)	-	14	25
3) Special Offer Moving Up	• Student Offer	25	113	123
	• Government Offer	20	120	100
	• Employee Offer	14	48	47
Total Click No.		406 (Baseline)	1,207 (▲801)	1,222 (▲816)

Concentrix

Digital Transformation | ETL & Visualization



Digital Transformation | Tagging Implementation w/ GTM & Google Analytics



Website



Google Analytics



#톤업션 #피부광채

토닝 썬스크린 50ml

39,000원 33,600원

★★★★★ (104)

Viewing: Active Users Events (Last 30 min)

Active Users with Events: 3 (100% of total)			
Event Action	Event Label	Active Users	
1. Main Page - Body Area - Button Click	CLOSE X	1	33.33%
2. Main Page - Body Area - Link Click	토닝 썬스크린 50ml	1	33.33%
3. Main Page - GNB Area - Link Click	로션/크림	1	33.33%
4. Others Page - Body Area - Button Click	CLOSE X	1	33.33%
5. Others Page - GNB Area - Link Click	브랜드	1	33.33%
6. PLP Page - Header Area - Link Click	Main Logo	1	33.33%
7. PLP Page - LNB Area - Link Click	로션/크림(12)	1	33.33%
8. PLP Page - LNB Area - Link Click	마스크팩/패드(6)	1	33.33%
9. PLP Page - LNB Area - Link Click	앰플/세럼(3)	1	33.33%

Collecting events, sessions, users, ecommerce information from the website

Event Action ?	Event Label ?	Total Events ?	
PLP Page - GNB Area - Link Click	로션/크림	431	(7.61%)
PLP Page - GNB Area - Link Click	선크림/BB크림	364	(6.43%)
Others Page - GNB Area - Link Click	쇼핑	342	(6.04%)
Main Page - GNB Area - Link Click	쇼핑	309	(5.46%)
PLP Page - GNB Area - Link Click	클렌징	246	(4.34%)
Main Page - GNB Area - Link Click	베스트	233	(4.12%)
PLP Page - GNB Area - Link Click	수분/보습	212	(3.74%)
PLP Page - GNB Area - Link Click	앰플/세럼	190	(3.36%)
Others Page - GNB Area - Link Click	베스트	186	(3.29%)
PLP Page - GNB Area - Link Click	재생/탄력	186	(3.29%)
PLP Page - GNB Area - Link Click	토너	179	(3.16%)
Main Page - GNB Area - Link Click	이벤트/쿠폰	152	(2.68%)
PLP Page - GNB Area - Link Click	지성/트러블	151	(2.67%)
PLP Page - GNB Area - Link Click	마스크팩/패드	135	(2.38%)
PLP Page - LNB Area - Link Click	로션/크림	105	(1.85%)
Others Page - GNB Area - Link Click	이벤트/쿠폰	102	(1.80%)
Others Page - GNB Area - Link Click	선크림/BB크림	95	(1.68%)
Others Page - GNB Area - Link Click	브랜드	93	(1.64%)
PLP Page - GNB Area - Link Click	세트	92	(1.62%)

OSBC (Black Duck Korea)

Wide Range of Business Experience



Marketing

LPIC Demand Survey

Market research survey

Blog experience group

BLACKDUCK UPDATE

Newsletter

Technical writing

Paid ads

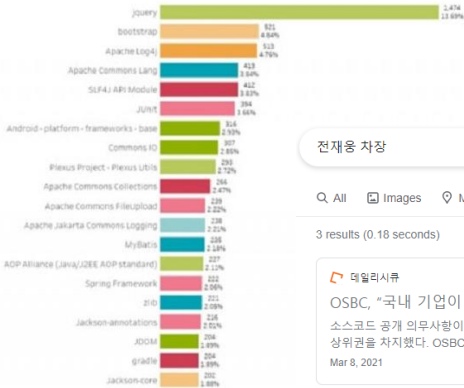
Data Analysis & Automation from Business Requirements

OSBC, “국내 기업이 가장 많이 사용하는 오픈소스는 jQuery”

출처: 김민권 기자 | 2021.03.08 16:49



OSBC, 8년 간의 오픈소스 사용 현황 빅데이터 분석 결과 공개



8년간 가장 많이 식별된 TOP 20 오픈소스(출처: OSBC)

전재용 차장

Q, All Images Maps News Videos More Tools

3 results (0.18 seconds)

데일리시큐

OSBC, “국내 기업이 가장 많이 사용하는 오픈소스는 jQuery”
소스코드 공개 의무사항이 있는 GPL 계열의 오픈소스 라이선스는 평균 4-6위의
상위권을 차지했다. OSBC의 전재용 차장은 “국내에서도 다양한 Permissive...

지디넷코리아

국내 기업이 가장 많이 사용하는 오픈소스는 jQuery
소스코드 공개 의무사항이 있는 GPL 계열의 오픈소스 라이선스는 평균 4-6위의
상위권을 차지했다. OSBC의 전재용 차장은 “국내에서도 다양한 퍼미시브...

■ 공개SW 보안취약점 대체 솔루션

- ✓ 보안취약점 개수는 전체 보안취약점으로 산출됩니다
- ✓ 보안취약점 레벨은 여러 등급이 함께 존재할 경우 높은 등급을 우선으로 기재합니다
- ✓ 대체솔루션 버전은 보안취약점이 발견된 상위버전 중 가장 가까운 버전으로 선정되며, 리스...

컴포넌트명	이슈버전	보안취약점 개수	보안취약점 레벨	대체솔루션 버전
Apache Commons BeanUtils	1.8.0	2	MEDIUM	1.8.3-SONATYPE
Apache Commons Collections	3.2.1	4	HIGH	3.2.1-RC1
Apache Commons FileUpload	1.3.1	2	MEDIUM	1.3.1-jenkins-1

컴포넌트명	이슈버전	컴포넌트	버전	라이선스 유형	라이선스	결합형태	보안 위험도	라이선스 위험도
Apache Groovy	2.3.7							
jackson-core	2.5.1	P Alliance (Java/J2EE AOP standa	1.0	PERMISSIVE	Public Domain	YNAMICALLY_LINKED	None	None
jackson-databind	2.5.1	Apache Commons BeanUtils	1.8.0	PERMISSIVE	Apache License 2.0	YNAMICALLY_LINKED	Medium	None
Logback	1.1.2							
Logback Classic Module	1.1.2	Apache Commons Codec	1.9	PERMISSIVE	Apache License 2.0	YNAMICALLY_LINKED	None	None

■ 프로젝트 검증개요

프로젝트 개요		AMICALLY_LINKED	보안 위험도	라이선스 위험도
서비스명	KEPCO_03_SG_Extension_Service_Power_Planner / sgcsa	AMICALLY_LINKED	Medium	None
서비스 유형		AMICALLY_LINKED	None	None
프로젝트 배포유형	외부배포(External Distribution)	AMICALLY_LINKED	None	None
보고서 생성일자	2019-12-04	AMICALLY_LINKED	None	None

■ 프로젝트 보안 위험 컴포넌트 현황

High	Medium	Low	None
4	6	1	25

■ 프로젝트 라이선스 위험 컴포넌트 현황

High	Medium	Low	None
0	4	0	32

“

Prepared Talent w/ Expertise & Global Capabilities

”

Trilingual w/ Business Performance

- Communicated and cooperated with clients and internal teams in English to provide deliverables on time.
- Won back Tencent in China from a competitor through leading Chinese customer communication and presentation of seminar.

Digital Transformation & Data Utilisation

- Digital Transformation w/ Analytics or ETL Pipeline
- Data Analysis to extract pain-points and UX/UI Enhancements with performance increase

Excellent Communication Skills

- Increased project budget by 10% which has never been increased for 3 years.
- Increases salary by 25% thanks to Samsung Electronics customer satisfaction level technical support and good feedback from other customers.