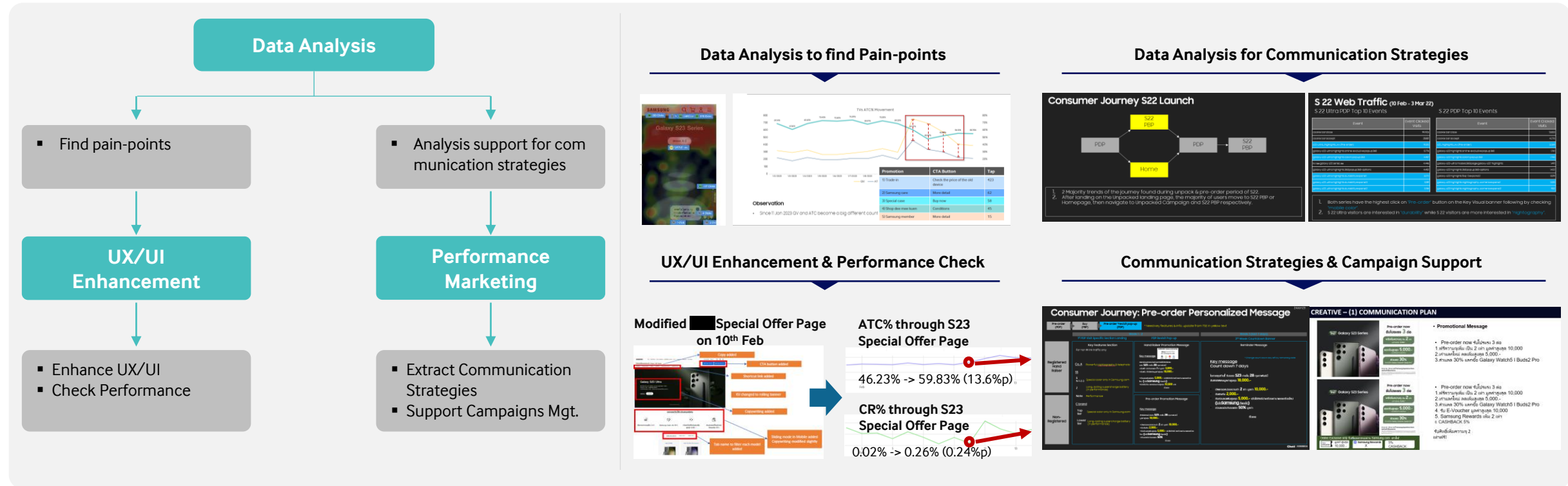


Career Journey

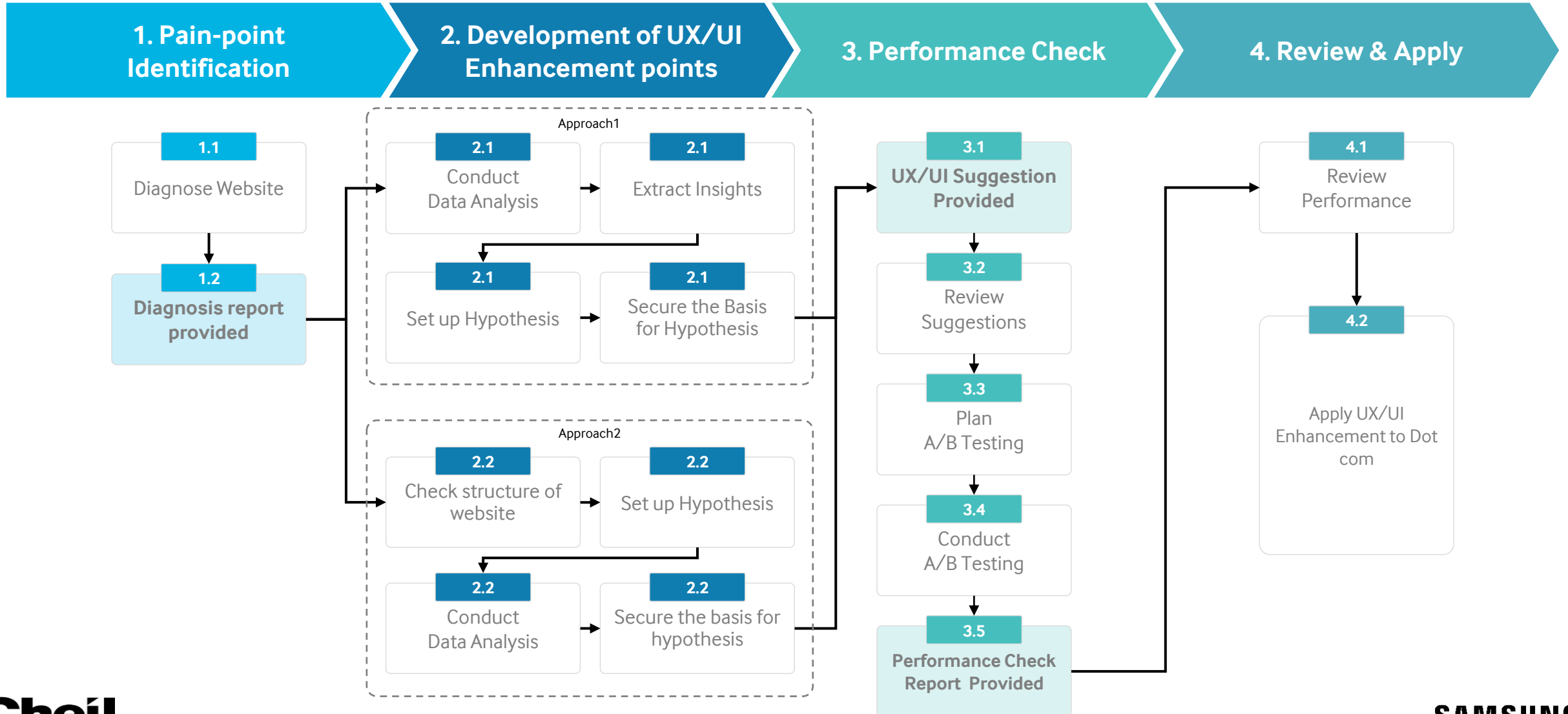
Cheil Thailand

Work Process of Conversion Rate Optimization Project



UX/UI Enhancement Workflow

- Built systematic data analysis and UX/UI enhancement approach

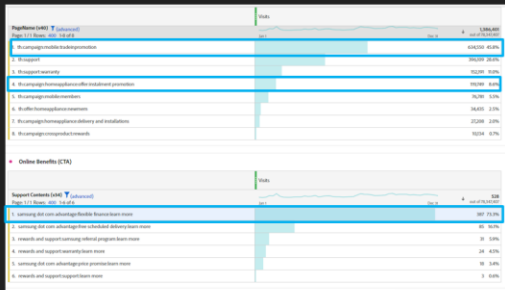


UX/UI Enhancement – Quantitative Analysis

- 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.

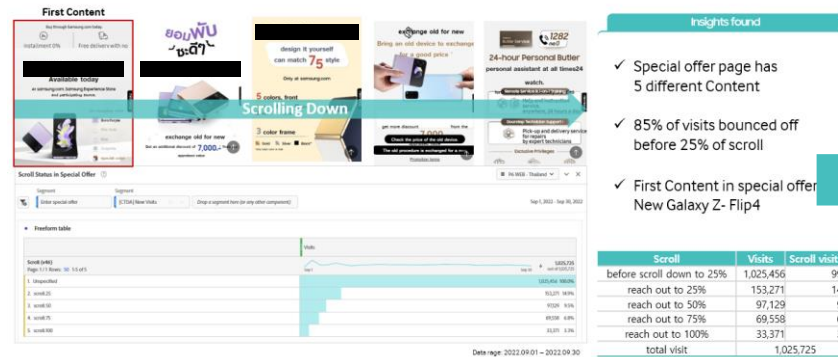
Fallout Analysis

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%

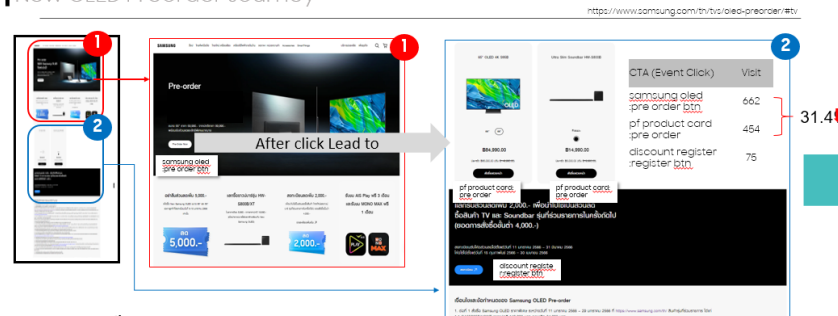
Higher conversion rates found in "Trade-in promotion" visitors x 3 times more conversion than not visiting trade-in.

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

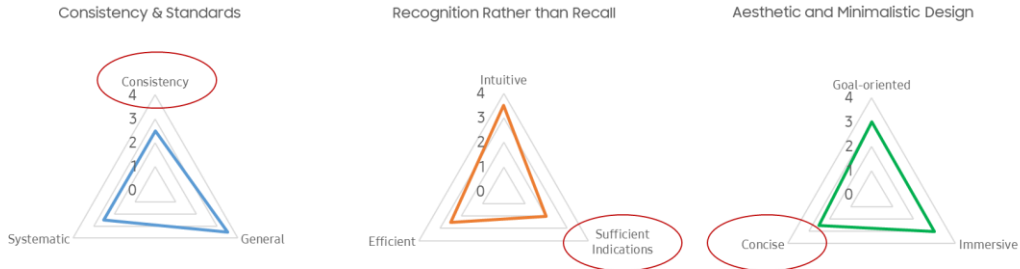
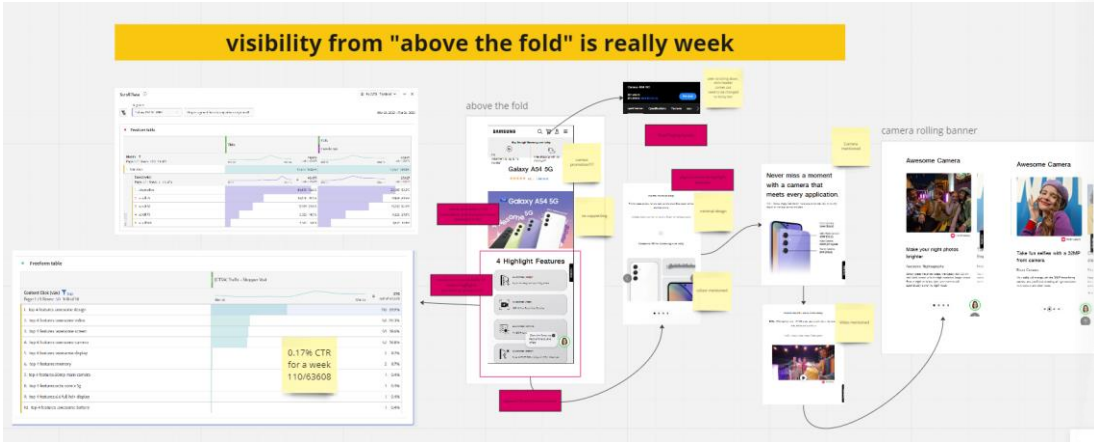
UX/UI Enhancement – Qualitative Analysis

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

Second Item	Check Points	Score	Leith Comment	Score	Wonseob Comment	Suggestion
일관성이 있는	서비스 또는 제품 내에서 정보의 구조, 표현 등이 논리적으로 일관성을 유지하고 있는가	2	메인 피쳐 4개 - 상세 설명을 강조하는게 좋지 않을까? 메인 피쳐 순서도 올바르게 잡지 않으니 중간에 걸리는 왜 있냐	3	CTA 배너나 클릭할 수 있는 요소들이 보통 페이지와 다르다	하이라이트 피쳐의 순서와 상세 설명의 통일하면 좋겠다 하이라이트의 피쳐와 동일한 제목 / 눈에 잘 만한 문트가 일관성이 있으면 좋겠다 하이라이트의 피쳐 요소가 클릭가능하지 눈에 띄면 좋겠다
통상적인	인터페이스는 타 플랫폼과 유사한 경험을 제공하여 예측과 학습이 쉬운가	4	무난하다	3	스크롤을 조금이라도 내리면 다음 액션이 있어야 다음 페이지에 대한 예측이 가능하다	스크롤 전에 CTA를 노출시키는 것이 맞는다
체계적인	사용자가 혼란스럽지 않게 체계적으로 인터페이스를 제공하고 있는가	2	컬러는 폰트가 작고 아래에 다른 피쳐는 폰트가 크다	3	전반적으로 봤을 때 페이지 구성요소가 다른 페이지와 다르다	KV가 비효율적으로 사용되는 것 같으니, 하이라이트 feature 또는 프로모션을 넣어보자
직관적인	서비스 또는 제품을 이용하는 데 직관적이고 인지하기 쉽게 되어 있는가	3	KV에서 좀 더 매력적인 정보를 주는게 더욱 인지하기 쉽지 않을까	4	스크롤 다운시 floating bar가 노출 하이라이트 피쳐에서 클릭가능한 단서가 없다	
단서가 충분한		3	하이라이트에서 충분한 단서를 주지 못하는 것 같다	1	스크롤 다운시 floating bar가 노출 하이라이트 피쳐에서 클릭가능한 단서가 없다	
효율적인	처음에 들어왔을 때 페이지의 목적에 가장 부합하는 콘텐츠가 우선적으로 보이는가	2	첫 화면에 메인 피쳐가 바로 보이지 않는다	3	배너위에 대한 설명이 없다	
주요 목표와 부합되는	디자인은 해당 페이지의 주요 목표에 부합되는가	4	적당하다	2	하이라이트 제품 특징을 제대로 나열하는 것이 효율적이지 않다	
몰입시키는	불필요한 요소로 사용자가 필요한 정보에서 주의를 분산시키지 않는가	3	구조가 체계적이지 않아 왔다 갔다 해야 한다	4	비교적 영상이나 이미지를 다양하게 사용	
간결한	중요한 정보 위주로 간단하고 명료하게 제공하고 있는가	2	용어가 너무 어렵다	3		
		2.78		2.89		

Overall Webpage UX: 

Main Issues Found: Inconsistent, insufficient indications, and complicated

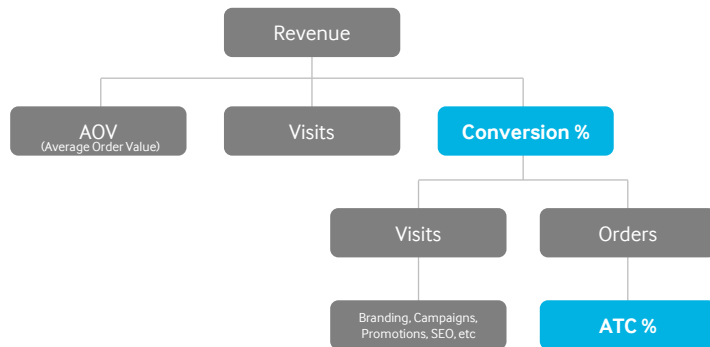


UX/UI Enhancement

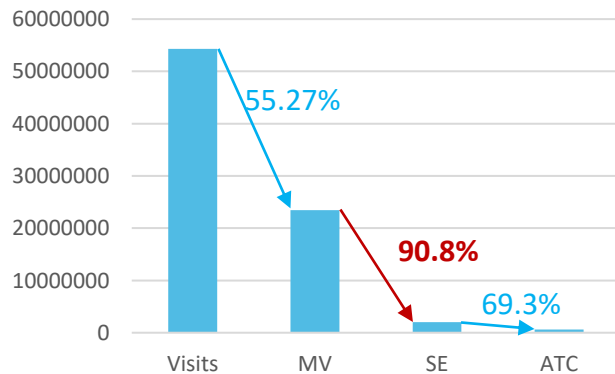
Approach

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

Campaign Analysis

- Provided action plans based on marketing channel analysis

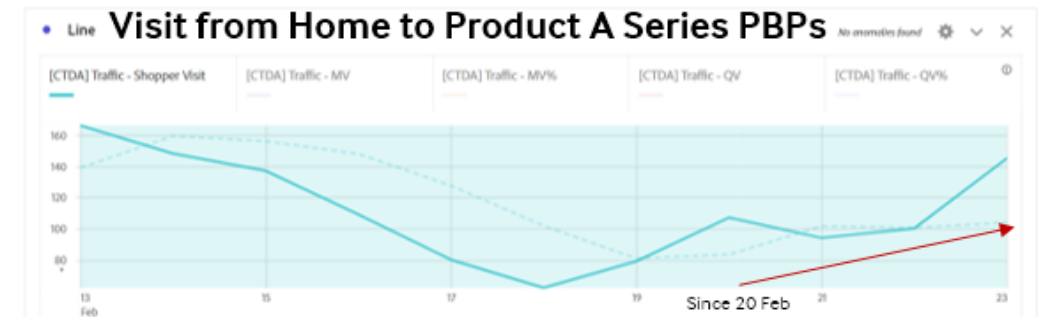
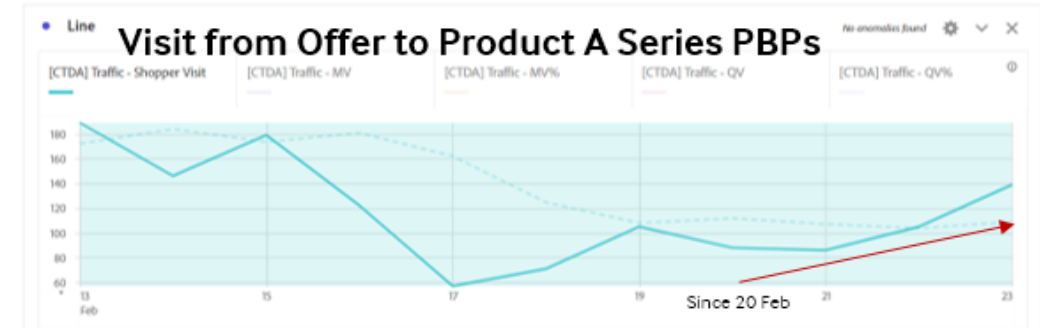
Channel	Objective	Shopper Visit	MV	MV%	QV	QV%	ATC	ATC%	Orders	Order%	CR%
SEM	No HWC	87744	53655	61.15%	7449	13.88%	4085	54.84%	177	4.33%	0.20%
	Hot (Conversion)	12953	9548	73.71%	2508	26.27%	1394	55.58%	63	4.52%	0.49%
	Warm (Consideration)	358446	258963	72.25%	54139	20.91%	39913	73.72%	1977	4.95%	0.55%
	Cold (Awareness)	15479	10761	69.52%	2063	19.17%	921	44.64%	32	3.47%	0.21%

Campaigns	No.Order
f1h23-dm	1995
pre-order	1968
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-generic-op-kw-generic-brand	1041
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-model-op-none	585
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-model-op-exp-tcpa	308
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-related-model	16
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-spec-op-none	7
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-generic-op-kw-generic-brand-samsung	5
cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw-spec-op-exp-tcpa	5
f1h23-dm	1
teaser	27
cl-im-ch-search-md-h-pn-f1h23-dm-cpn-dm-tg-kw-model-op-exp-maxclick	12
cl-im-ch-search-md-h-pn-f1h23-dm-cpn-dm-tg-kw-model-op-none	13
cl-im-ch-search-md-h-pn-f1h23-dm-cpn-dm-tg-kw-price-op-exp-maxclick	1
cl-im-ch-search-md-h-pn-f1h23-dm-cpn-dm-tg-kw-price-op-none	1

87% of Order generation from SEM contributed by
f1h23-dm_pre-order_cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw related campaigns

Action Plan for SEM

- Recommend focusing on investment on Warm objective campaigns and checking out the f1h23-dm_pre-order_cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw related campaigns and apply similar communication scenario to next product launch
 - Warm Campaigns has the best performance regarding order generation & CR%
 - 87% of Orders generated by f1h23-dm_pre-order_cl-im-ch-search-md-w-pn-f1h23-dm-cpn-pre-tg-kw



Reason for CR% rose gradually for last 4 days

- Countdown banner and CTA from floating bar was applied to home, offer, and Product A series PBPs
- These two features contributed to visit and orders which supported to increase CR%

Action Plan

- Recommend keeping the same communication strategy with countdown banner and CTA from floating bar for the last week of preorder period
- Recommend to review the campaign in EDM related to m-gc-sea-f1h23-dm-tes ca and use similar communication strategies for next product launch

UX/UI Enhancement Proposal

AS-IS Boring & Difficult to understand

Findings

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

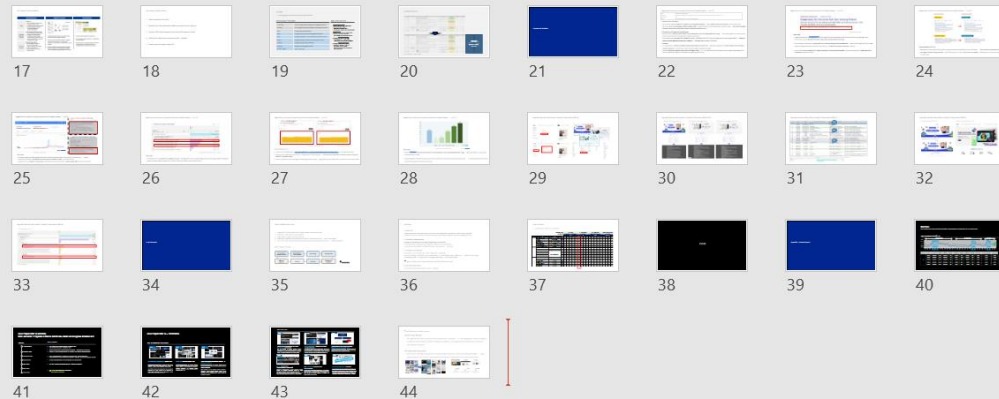
- Less Visits by Social which shows relatively low conversion rates and less imputed
- Increase in Orders lead by Natural growth in Viral with 2022 Flagship Launch.
(Natural Search and Paid Search channel shows higher CVR during Feb-Mar22)
- Prepare for Check-up on August Flagship Model Launch

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

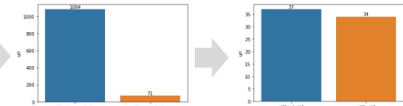
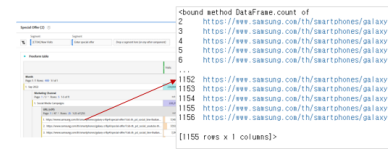
3. 98% Visits drop out from [PBP] page and not connected to Purchase Journey.

- 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



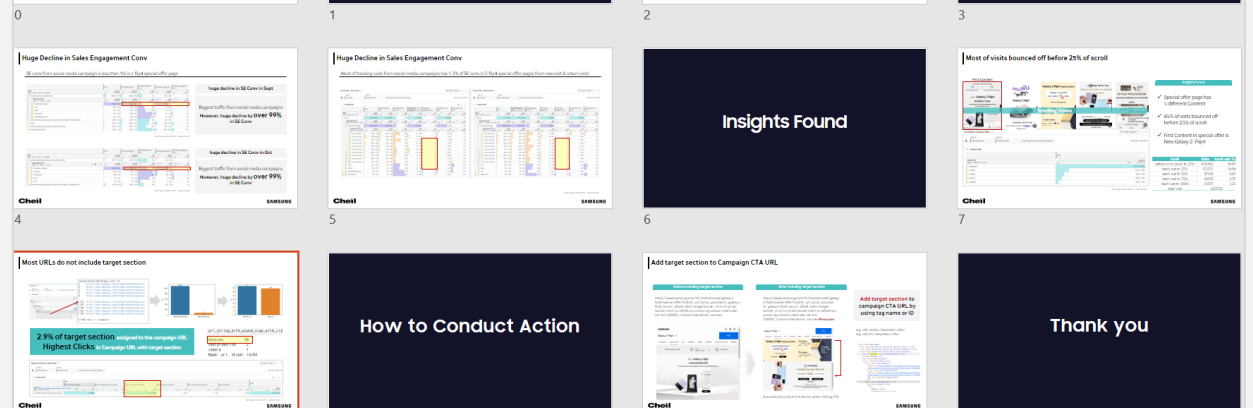
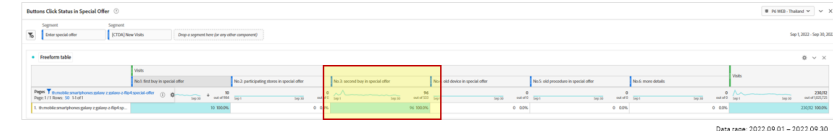
2.9% of target section assigned to the campaign URL
Highest Clicks in Campaign URL with target section

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

Cheil Thailand

Campaign C' suggesti

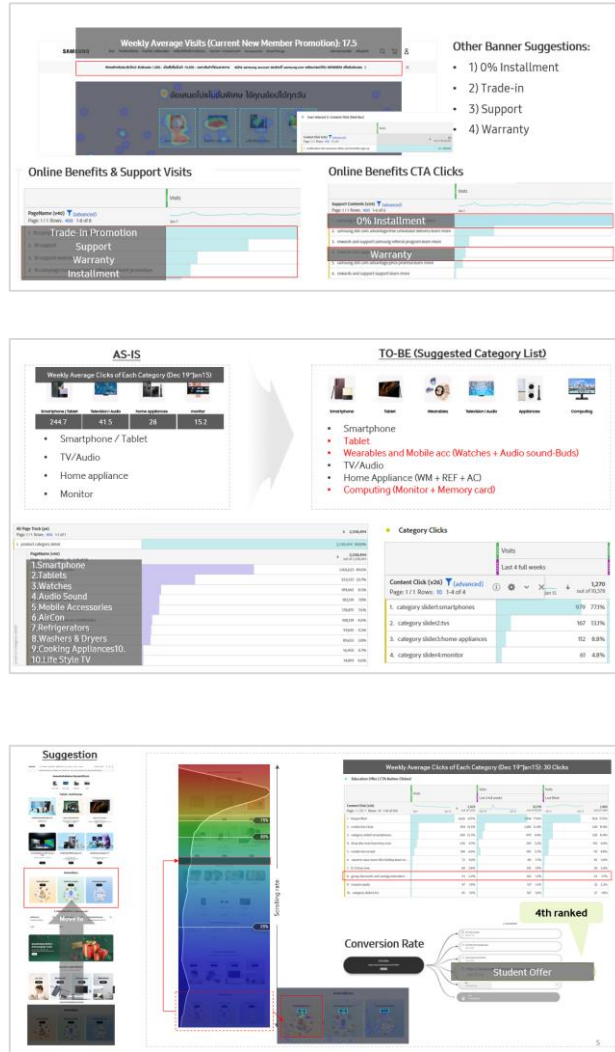
30th October 2022



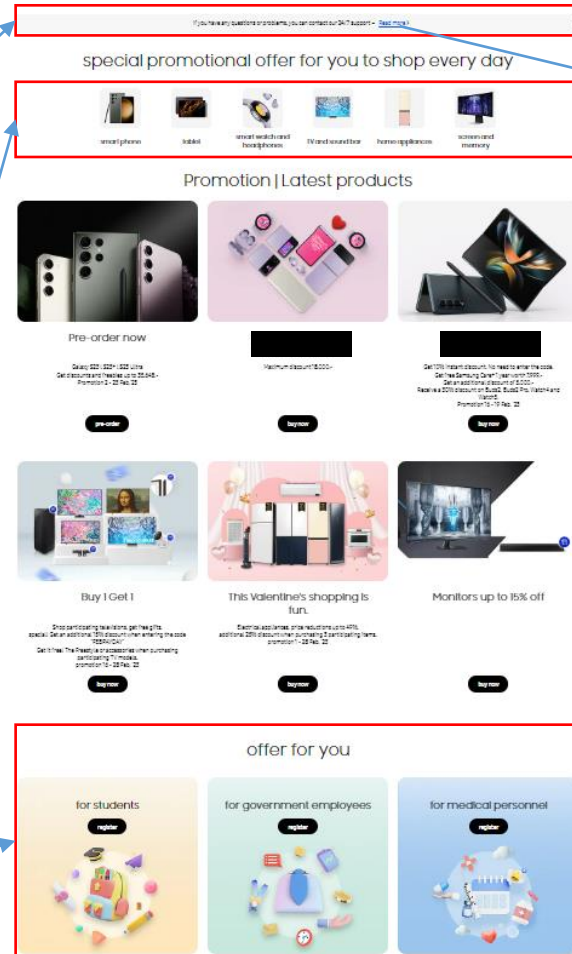
on Background

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%

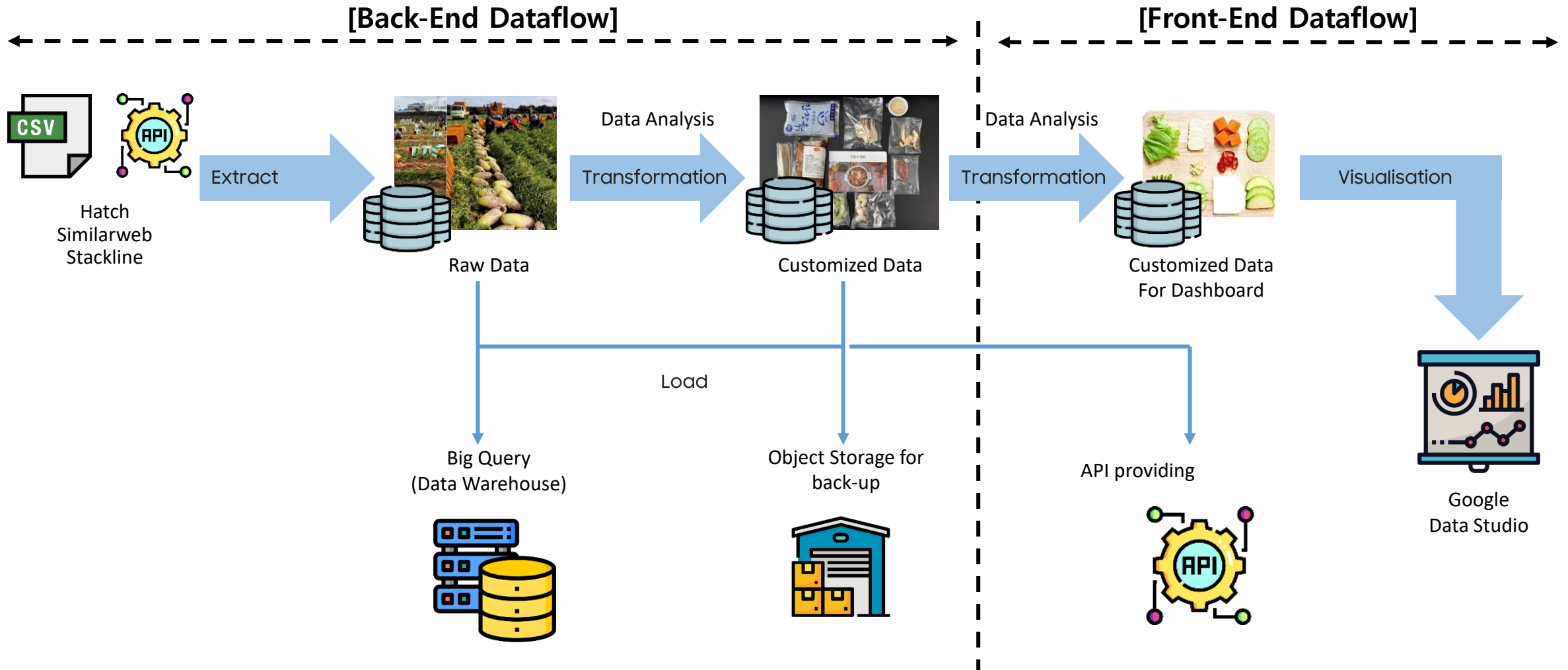
● Before Enhancement ● After Enhancement

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 & Visualisation

- Developed and operated ETL workflow and visualisation



Digital Transformation | Tagging Implementation w/ GTM & Google Analytics

- Provided consulting service from behavior data tag implementation to data analysis from 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%)

- Established QA process for Google Analytics 360 Roll-out Project and reduced QA time to 2-3 days from 20 days

[illegible]

API를 활용한 자동 리포트 산출 예시

Product Event Count 1

245785542

2021-07-23

today

ga.totalEvents, ga.uniqueEvents

ga.eventCategory, ga.eventAction, ga.eventLabel, ga.dimension120, ga.dimension142, ga.dimension116, ga.dimension111, ga.dimension118, ga.dimension119

ga.eventCategory==product

Product Event Count 1

Last Run On: 2021-07-26 19:29:29

View Name: All Web Site Data

Total Results Found: 2077

Total Results Returned: 2077

Contains Sampled Data: No

Total for All Results

Results Breakdown

Event Category	Event Action	Event Label	ga.dimension120	ga.dimension142	ga.dimension116	ga.dimension111	ga.dimension118	ga.dimension119
Product	Product - Add to Cart Click	Model: 320P950-B	320P950-B	E0C_B5				
Product	Product - Add to Cart Click	Model: 34VNB0C-B	34VNB0C-B	E0C_B5				
Product	Product - Add to Cart Click	Model: 42NA0C75SPA	42NP75906LE	HE				
Product	Product - Add to Cart Click	Model: 43UP75906LE	43UP75906LE	HE				
Product	Product - Add to Cart Click	Model: 65UP75006P	65UP75006P	HE				
Product	Product - Add to Cart Click	Model: 0LED48A16LA	0LED48A16LA	HE				
Product	Product - Add to Cart Click	Model: 0LED48C16LA	0LED48C16LA	HE				
Product	Product - Add to Cart Click	Model: 0LED48A16LA	0LED48A16LA	HE				
Product	Product - Add to Cart Click	Model: 0LED5956LA	0LED5956LA	HE				
Product	Product - Add to Cart Click	Model: 70LED956A1A	70LED956A1A	HE				

[illegible]

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

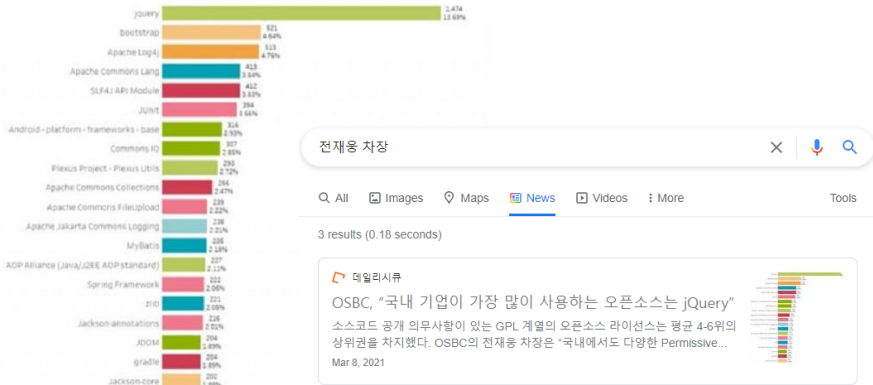
Data Analysis & Automation from Business Requirements

OSBC, “국내 기업이 가장 많이 사용하는 오픈소스는 jQuery”

김민권 기자 | 승인 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 상위를 차지했다. OSBC의 전재용 차장은 “국내에서도 다양한 Permissive...

Mar 8, 2021

지디넷코리아

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

Mar 8, 2021

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							
Apache Groovy		2.3.7	P Alliance (Java/J2EE AOP standa	1.0	PERMISSIVE	Public Domain	YNAMICALLY_LINKE	None	None
jackson-core		2.5.1	Apache Commons BeanUtils	1.8.0	PERMISSIVE	Apache License 2.0	YNAMICALLY_LINKE	Medium	None
jackson-databind		2.5.1	Apache Commons Codec	1.9	PERMISSIVE	Apache License 2.0	YNAMICALLY_LINKE	None	None
lookbook		1.1.2					AMICALLY_LINKE	High	None
■ 프로젝트 검증개요									
프로젝트 개요									
서비스명		KEPCO_03_SG_Extension_Service_Power_Planner / sgcsa							
서비스 유형									
프로젝트 배포유형		외부배포(External Distribution)							
보고서 생성일자		2019-12-04							

“

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.