

ABOUT

Experienced UX Consultant with 20+ years in finance and commerce, focused on tech-driven, user-friendly solutions.

Formerly responsible for:

- UX consulting for startups and government projects, specializing in AI-driven design automation and user-centered web services.
- Coupang: UX for Live Commerce service and video ads.
- HSBC: UX strategy, prototyping, and financial services design.
- Samsung Card: Web and mobile product strategy and design.
- LG Electronics: Smart Home UX, IoT, and digital interface design.

EDUCATION

MS in Industrial Design, 2004

KAIST

(Korea Advanced Institute of Science and Technology)

BS in Industrial Design, 2002

KAIST

(Korea Advanced Institute of Science and Technology)

South Island School, 1997

ESF(English School of Foundation), Hong Kong

SKILLS

Coding

HTML5	
CSS	
Jquery	
Javascript	
Arduino	

Graphics

Adobe Suite	
Sketch App	
Figma	
MS Office Suites	

Language

English	
Korean	

CONTACT

Mobile

: +82 10 7575 2090

Email

: dkmakes.com@gmail.com

Portfolio

: dkmakes.com/portfolio/index.html

WORK EXPERIENCE

2023 - Present

Freelance UX Consultant and Designer

- Provided UX consulting for startups and government projects, focusing on AI-driven design automation and user-centered web services.

2021 - 2023

Coupang, Coupang Media Group

Senior Manager, Live Commerce UX Design

- Oversee all UX design, framework, and research for Live Commerce services on the mobile app
- Manage a team of UX designers and researcher
- Responsible for Coupang video ads UX design.

2018 - 2020

HSBC, Retail Banking Wealth Management, Hong Kong

Senior Product UX Design Manager, Origination Team

- Manage UX & UI design for straight-through digital process of on-boarding journey for opening bank account in Asia Pacific

2014- 2018

Samsung Card

UX Strategist & Designer, UX Team

- Responsible for devising UX Strategy and interaction design for e-commerce web service and new finance service, Samsung Card homepage
- Involved in UX governance for Samsung Card digital service UX
- Set up strategy and developed for Samsung Card homepage renewal & IA

2010- 2014

LG Electronics, Design Center UX Lab

Project Leader, UX Smart Home Team

- Developed UX scenario for total product control App. (Launched 2014 CES, Las Vegas, USA)
- Set up directions for Log data(Big Data) usage of LG Home appliance products (Refrigerator, Washing Machine, Oven, Air conditioner etc)
- Developed UX Scenes for LG robotics vacuum cleaner (Applied in 2013 model)
- Developed UX Scenes and UX working prototype for Next Home Robot

Part Leader, UX Strategy Team

- Set up strategy, R&R and core UX process for UX Lab when it was established
- Led strategic UX direction for UX Lab through analysis in internal advanced technology status
- Built and operated Corporate UX Identity & Governance for LG Electronics

2009- 2010

LG Electronics, Design Centre Design Management Group

Design Strategist, Design Strategy

- Set up strategic direction for Design Center (Organization of 500 people)
- Set up and operated 2010 'Design Core Process'
- Built and operated UI/GUI Governance (Efficiency went up to more than 50%)

2008- 2009

LG Electronics, Design Center Home Entertainment Lab

Design Product Manager, Planning Group

- Set up GUI strategic roadmap for whole Home Entertainment product line

2004- 2008

LG Electronics, Design Center Corporate Design Lab

Design Product Manager, Design Planning Part

- Project management and set up strategy for Corporate Design Lab
- Set up strategic product roadmap for GUI, UI, Package teams

GUI Designer, GUI Design Group (2005–2007)

- GUI Design for DVD/DVR player, GUI Design for PDA phone, GUI Design for LCD TV & wireless TV

PATENTS

Cleaning device and control method, US20160278593 A1

Image information projection device and projection device control method, US20170295406A1