

CHEE HO YOON

MA STUDENT, SERVICE DESIGN

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EXPERIENCE & DETAILS

LEADING ASSET MANAGEMENT FIRM

Service Design Consultant

September 2018 – Present

- Developed comprehensive marketing toolkit, that delivers more effective and tailored communication for the most valued wholesale clients.

MEDITRANS

Service Designer

April 2018 – Present

- Established service architecture for a medical assistant product which helps foreign patients to obtain quick relief and enjoy their continuous vacation.

COUPANG

UX Research / Design Lead

April 2018 – September 2018

- Defined online grocery shopping experience, which was full life-cycle work from research to optimisation.
- Acquired 1.7M subscription based premium customers, increased repurchasing rate (214%).

REPUBLIC OF KOREAN ARMY

Sergeant - Combat Trainer

April 2016 – April 2018

- 2 years of legal obligation.
- Achieved exemplary soldier award

SAINSBURY'S

Service Designer

April 2015 – June 2015

- Developed a service platform for Sainsbury's to engage customers in planning, shopping and cooking.

GRAJ+GUSTAVSEN

Junior Consultant

March 2013 – November 2013

- Helped brands, such as Brooks Brothers, Anne Klein, and Jones Jeanswear Group, to evolve, (re)position, and align with the market.

EDUCATION

ROYAL COLLEGE OF ART, UK

MA in Service Design

Expected Graduation 2019

UNIVERSITY OF THE ARTS, US

BFA in Graphic Design

December 2012

SKILLS

HTML, CSS and some JS, Proto.io, Invision, Livecode, Sketch, Adobe Creative Cloud, Trello, Mac & PC Proficient.

TALENTS

- Creative, strategic, entrepreneur and visionary.
- Team player with extreme ownership.
- Open to experimentation and embrace failure.
- I am honest about what I can deliver.

AWARDS

52nd Korean Design Council Award

Adobe Design Achievement Award - Finalist 2017

Pfizer Digital Innovation - Excellence Award

Spark Design Award 2014 – Grand Prize

Adobe Design Achievement Award - Finalist 2014

Red Dot Design Award - Finalist 2014

Hiiibrand Award 2014 – Bronze Award

ALGA Redesign Award 2013 – Winner