

JINNIE HYOJIN BAE

Service Designer

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NO need for visa sponsorship

London, The UK

Service designer with 3 years of experience in a variety of exciting projects;

I take a holistic approach to understanding value through human-centred design thinking.

EXPERIENCE - See portfolio for more details*

Strategic Designer @KOKORO UK Ltd. Aug 2020- July 2023 (Surrey, UK), Full-time

- Conducted extensive research to identify opportunities and enhance operational efficiency.
- Improved the end-to-end experience of Kokoro's platform by conducting usability reviews, identifying issues, and providing design recommendations using service design artefacts such as user journeys, prototypes, and blueprints.
- Analysed failures in existing services to improve profitability and actively contributed to generating innovative service outcomes by collaborating with internal teams.
- Collaborated with internal and external teams to define service requirements and develop roadmaps, employing prototyping, mapping, and blueprinting techniques.

Service Designer @Intelligent Mobility Design Centre(IMDC), Nov 2019- Mar 2020 (London, UK), Contract

- Developed and delivered systematic deliverables for autonomous vehicles, implementing essential emerging services for the client (Hyundai).
- Collaborated effectively with various design disciplines within the project team to achieve integrated design solutions.
- Organised and led user engagement workshops, analysing insights and research to drive informed design decisions.
- Executed key service design activities, playing a crucial role in the overall design process.

Service and UX Designer @ Higher Thoughts limited, Feb 2019 – July 2019 (London, UK), Contract: part-time

- Effectively visualised service concepts by addressing usability issues and analysing current market trends.
- Initiated and led weekly status meetings, ensuring regular client updates and fostering effective communication.

UX/UI Designer @ Daeshin Enterprise and DANA, Nov 2015- Apr 2017 (Seoul, South Korea), Full-time

- Expanded service reach in global markets and collaborated with clients from diverse industries.
- Negotiated contracts, resulting in increased company sales and a significant 22% improvement in user satisfaction through service enhancements.

Brand Strategic Designer @ SongjooYoen Flower Tea, Mar 2015- Apr 2015 (Seoul, South Korea), Contract

- Created brand identity resulting in a 4% increase in sales and significant growth in website visitors since launch.

UX/UI Intern @ LG Electronics, Sep 2013- Feb 2014 (Seoul, South Korea), Full-time

- Effectively collaborated with developers to create user journeys, personas, and demo designs, providing valuable assistance to senior designers.

EDUCATION

Royal College of Art 09.2018-07.2020, London, UK
MA in Service Design

Imperial College of London 2018-2019
MBA Module, Innovation Entrepreneurship&Design

Chungang University 03.2010-02.2015, Seoul, South Korea
BA in Industrial Design

SKILLS

- Conducting user research, Journey mapping, Prototyping, Insight formulation, Design workshop, Strategic planning, Evidence based design,
-Adobe Programme, Microsoft Suite, Keynote, Miro, Mural, Figma

LANGUAGES

- English(Fluent), Korean(Native)