

# JINNIE HYOJIN BAE

## SERVICE DESIGNER

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I am a service designer that uncovers and understands the needs of all stakeholders and translates them into effective and experience-led solutions. I take a holistic approach to understand values, benefit and people and try to see as multidimensional design perspective covering a wide range of disciplines across diverse industries.

## EXPERIENCE

- Strategic Designer** Kokoro UK Ltd. Aug 2020- present (London, UK), Full-time
  - Establish and manage a brand identity that aims to assist the company in brand development.
  - Work with other specialists to design and create organisational and systemic structures that support service delivery of new services.
  - Identify opportunities to enhance the customer experience by gaining a deep understanding through research.
  - Create and rapidly iterate service prototypes
  - Research customer behaviour and commercial landscape to ensure profitability and business growth
- Service Designer** Intelligent Mobility Design Centre(IMDC), Nov 2019 - Mar 2020 (London, UK), Contract
  - Formulated systematic deliverables and implemented key emerging services for autonomous vehicles.
  - Collaborated with mobility, concept designers and researchers-Sponsored by Hyundai-Kia.
  - Organised user engagement workshops and analysed insights, journey and research.
- Service and UX Designer** Higher Thoughts limited, Feb 2019 – July 2019 (London, UK), Contract: part-time
  - Visualised service concepts effectively by focusing on usability problems and analysed the current markets.
  - Initiated weekly status meetings to share client updates.
- Snr UX/UI Designer** Daeshin Enterprise and DANA, Nov 2015 - Apr 2017 (Seoul, South Korea), Full-time
  - Maximised service reach for each market globally and worked with clients from various industries
  - Negotiated contracts with clients and increased company sales and user satisfaction(22%) by ensuring services enhancement.
- Brand Strategic Designer** SongjooYoen Flower Tea, Mar 2015 - Apr 2015 (Seoul, South Korea), Contract
  - Created brand identity and increased sales(+4%) and grew website visitors since launched.
- UX/UI Intern at LG** LG Electronics, Sep 2013- Feb 2014 (Seoul, South Korea), Full-time
  - Successfully communicated with developers and created user journey, personas and demo designs; helped out Senior designers.

## EDUCATION

### Royal College of Art MA Service Design

Projects with Private Bank, BBC, CERN, Telefonica Alpha, Hyundai-Kia, British Airways

2018-2020, London, United Kingdom

### Imperial College of London

MBA module(Innovation Entrepreneurship & Design)

2018-2020, London United Kingdom

### Chung Ang University BA Industrial Design

2010-2015, Seoul, South Korea

## ARTICLE PUBLISHED

<https://morph.rca.ac.uk/>  
<https://www.dailymail.co.uk/sciencetech/article-7301557/Is-future-air-travel-BA-reveals-robotic-air-stewards-self-packing-luggage.html>  
<https://www.esquire.com/content/36446-british-airways-says-its-future-to-involve-glass-bottom-airplanes>  
<https://www.telegraph.co.uk/travel/news/british-airways-slow-air-cruise-flight-future/>  
<https://youtu.be/qPBMVscQvZ4>

## COMPETENCIES

- Adobe Illustrator, Photoshop, Indesign, After effect, XD, Microsoft Suite, Keynote, Miro, Mural
- Digital Strategy, Evidence-based design, Project management, Design Workshop, Prototyping, Insight Formulation, Journey Mapping, Research, Communication

## LANGUAGES

English, Korean

More details are on the website.