

EUNJU TAE

User Experience Designer

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PROFILE

I am deeply interested in human behaviors and putting people at the center of design while considering cognitive factors. Throughout my work experience at Samsung, I worked internationally and collaborated with multi-disciplinary teams. I designed various mobile applications across all devices from feature phones to smartphones to tablets. I led projects for future concepts of home appliances, from conducting user research to making high-fidelity prototypes.

EDUCATION

ROYAL COLLEGE OF ART | LONDON | UK
Service Design Certificate, 2014

YONSEI UNIVERSITY | SEOUL | KOREA
Cognitive Science and Cognitive Engineering
Psychology, Master of Arts, 2008

CHUNG-ANG UNIVERSITY | SEOUL | KOREA
Department of Psychology, Bachelor of
Philosophy, 2006

UNIVERSITY OF ALBERTA | CANADA
Exchange Student, Department of Psychology,
2004

SKILLS

User Centered Design
Interaction Design
Product Development
Wireframing
Information Architecture
Mobile Applications
User Research
User Journey Map
Sketch
Keynote
Illustrator
Google Slides
Microsoft Power Point/Word/Excel
Cross-functional Team Leadership and
communication Skills

PUBLICATIONS

Changes in User Experience & Services
(Book), co-author, 2015, Korea

WORK EXPERIENCE

AMAZON | SAN FRANCISCO | USA (2020 - PRESENT)

AWS STORAGE GATEWAY TEAM | UX Designer II

2020- **STORAGE GATEWAY UX/CX**

- Led cross-functional team to migrate current service to new design system.
- Conducted user research and delivered design solutions and strategy to redesign the create-gateway flow.

SAMSUNG ELECTRONICS | SEOUL | KOREA (2009 - 2019)

INNOVATION DESIGN TEAM | Team Lead & Senior UX Designer

2018 **5G SERVICE UX**

- Brainstormed new service with 5G to find the opportunity areas.

2017 **KITCHEN IOT PROJECT**

- Led the project and managed a team with four UX designers to create IoT scenarios focusing on connecting people and appliances in terms of cooking.
- Combined two user research methods and delivered insightful findings and presented UX concepts with high fidelity prototypes to Samsung's leadership.

2016 **NEW LAUNDRY EXPERIENCE**

- Proposed and applied a new qualitative research method to redesign a new washing machine control panel and to help find problems and new opportunities.
- Distilled user insights into design actionable and made working-level washer control panel prototypes to show UX concepts.
- Product launched in 2020 in Korean market (Model No. WV26R9980KV)

GLOW PROJECT

- Developed fashionable smart accessory, deeply collaborated with Samsung fashion division and industrial design team.

2015 **NEXT UX & SERVICE FOR FAMILY HUB | SMART FRIDGE**

- Responsible for User research, Information Architecture, Interactions.
- Deep collaboration with the industrial design team to create new UX and service concepts that work with all physical elements of the refrigerator mock-up.
- Essential UX elements featured in Family Hub 2.0 and presented at CES in 2017.

MOBILE TEAM | UX Designer

2014 **PLATFORM & CORE TEAM | TIZEN OS**

- Defined core principles and patterns of Tizen OS for mobile platforms.
- Created content for design patterns and UI components section on Tizen developer website.

2013-14 **DESIGN POWER PROGRAM | WORK & STUDY ABROAD**

- Completed team assigned project, Liife Journal: Conducted user research and created UX concepts for life logging, collaborating with Smart Design in Barcelona.
- Studied service design & design tools in Royal College of Art in London and completed an individual service UX project.

2013 **ANDROID GALAXY NOTE TEAM | ANDROID OS**

- Created new features to enrich pen experience within mobile applications; Contextual Tag, Gallery, Gallery Edit, Story Album, Video Clip.
- Redesigned next version mobile applications; Home & Lock, S Planner, Story Album, Phone-PC convergence.

2011-13 **ANDROID CORE TEAM | ANDROID OS**

- Launched "Easy Mode" for first-time smartphone users and seniors and defined the roadmap for implementation, in deep collaboration with engineering team.
- Structured internal design system to launch "Easy Mode Applications". Delivered and shared basic guideline documentaries with applications UX designers.
- Designed and implemented applications for phone and tablets; Home Screen, App Drawer, Widget Basic, Voice, Motion & Gesture, Home Sync.

2009-11 **TABLET TEAM | ANDROID OS**

- Developed various new features to enhance tablet experience; Mini Mode, Split Screens, Split & Floating Keyboards (Patented).
- Optimized and redesigned mobile phone applications to tablet applications; Messaging, Text input, ChatON, Social Hub, Instant messaging.