KYUNG
YUN
LEE

이
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연

Hi
안녕하세요 (An nyeong ha seyo)

I am Kyung Yun Lee. You can call me Kyung.

I am a dog-person and they make my days more than food (no misunderstanding here, I do love food a lot).

So, if I weren’t an aspiring designer, I would have been a zookeeper.

I want my designs to make people think once more about themselves and their surroundings.

Besides commercial designs, my future goal is philosophical design, food/eating experience design and something related to helping animals as well as human beings.

EDUCATION

ID @ KAIST

CLASS OF 2018

Industrial design major, since 2014, at Korea Advanced Institute of Science and Technology, Daejeon, S.Korea

DAAP @ UNIVERSITY OF CINCINNATI

Exchange program

08.2015 - PRESENT

Industrial design major

+ ST.MICHAELS UNIVERSITY SCHOOL

CLASS OF 2011

Graduated high school in Victoria, BC, Canada, with award of excellence in science and math

EXPERIENCE/AWARDS

ID+IM LABORATORY

Industrial design intern

01.2015 - 03.2015

Actively participated in brainstorming, sketching, 3D modeling for Samsonite project.

Samsonite

2015 IDEA AWARDS

INTERNATIONAL DESIGN EXCELLENCE AWARDS '15

BRONZE MEDAL; HOME & BATH

Group project : Roll-Di

CAMP ADVISOR

05.2014 - 09.2014

Mentored 3 different KAIST-run science and english camps for elementary and middle school students.

IVHQ VOLUNTEERING

11.2012 - 07.2013

Taught math and science in Kibera slum and Olmaroroi Maasai land in Kenya.

WHAT I CAN DO

Rhino, Autodesk Inventor, Keyshot, Illustrator, Photoshop, Indesign, MS Office

Hand/Digital sketching, Modelmaking, Korean/English, Taekwondo, Talking loud

3RD DEGREE BLACK BELT

08.2013

Taekwondo has been my sport since I was 10. My goal is to workout hard and get my 4th degree black belt, once I go back to Korea.

HOBBY

Old school hip hop dance, listening to Kpop, Korean Karaoke, Eating asian food, Futsal, Daydreaming, Shopping!, Playing with dogs all day everyday, Constantly learning new things(this time, my new electric guitar!)

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KYUNG YUN LEE 이경연

CHERRY X Supreme

PERSONAL PROJECT

JULY 2015

I was inspired by my reckless hip hop dance club members who carry these amps from practices to storages everyday. Cables must be unplugged everytime, but they don’t bother doing it, so cable ends break often.

PROBLEM

Carrying long chords carelessly results in buying new chords every semester. Also, most amps are not aesthetically attractive.

GOALS

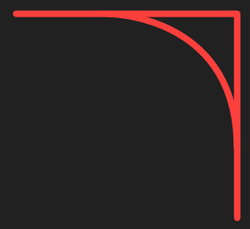
There are few things to consider while designing a new amp.

01 NO DANGLING CABLE

The cable should be organized when not in use.

02 COMFORTABLE GRIP

Hands should not hurt when carrying the amp.



03 ROUND CORNERS

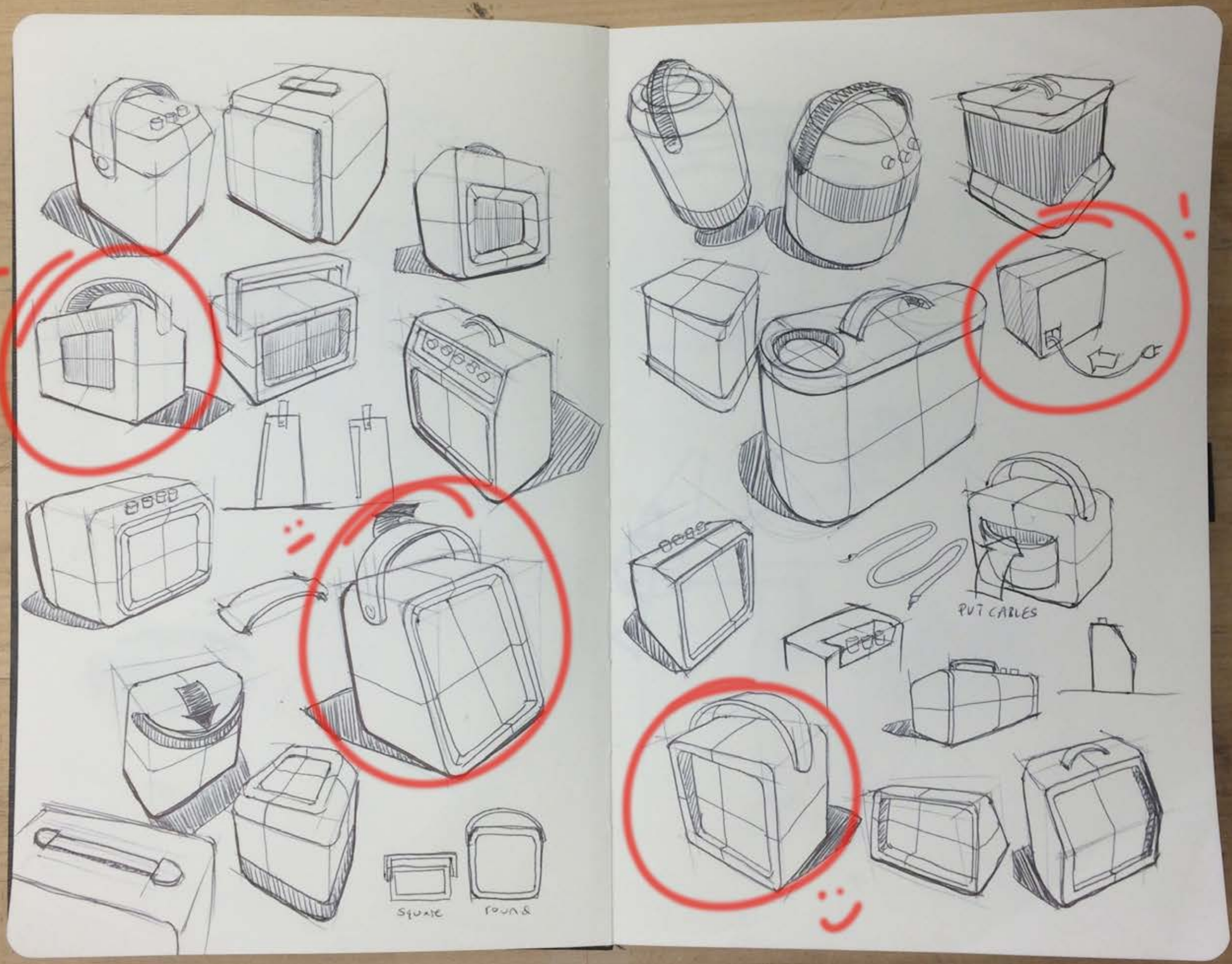
The edges should be rounded because it can enhance protection and not hurt people when carrying it.

SUPREME

Supreme is a well known street culture brand, which was started by skaters and artists in 1994, New York. Because I am a big fan of this brand and they have the “swag,” this brand came to my mind as I was designing the new amp for my hiphop club.

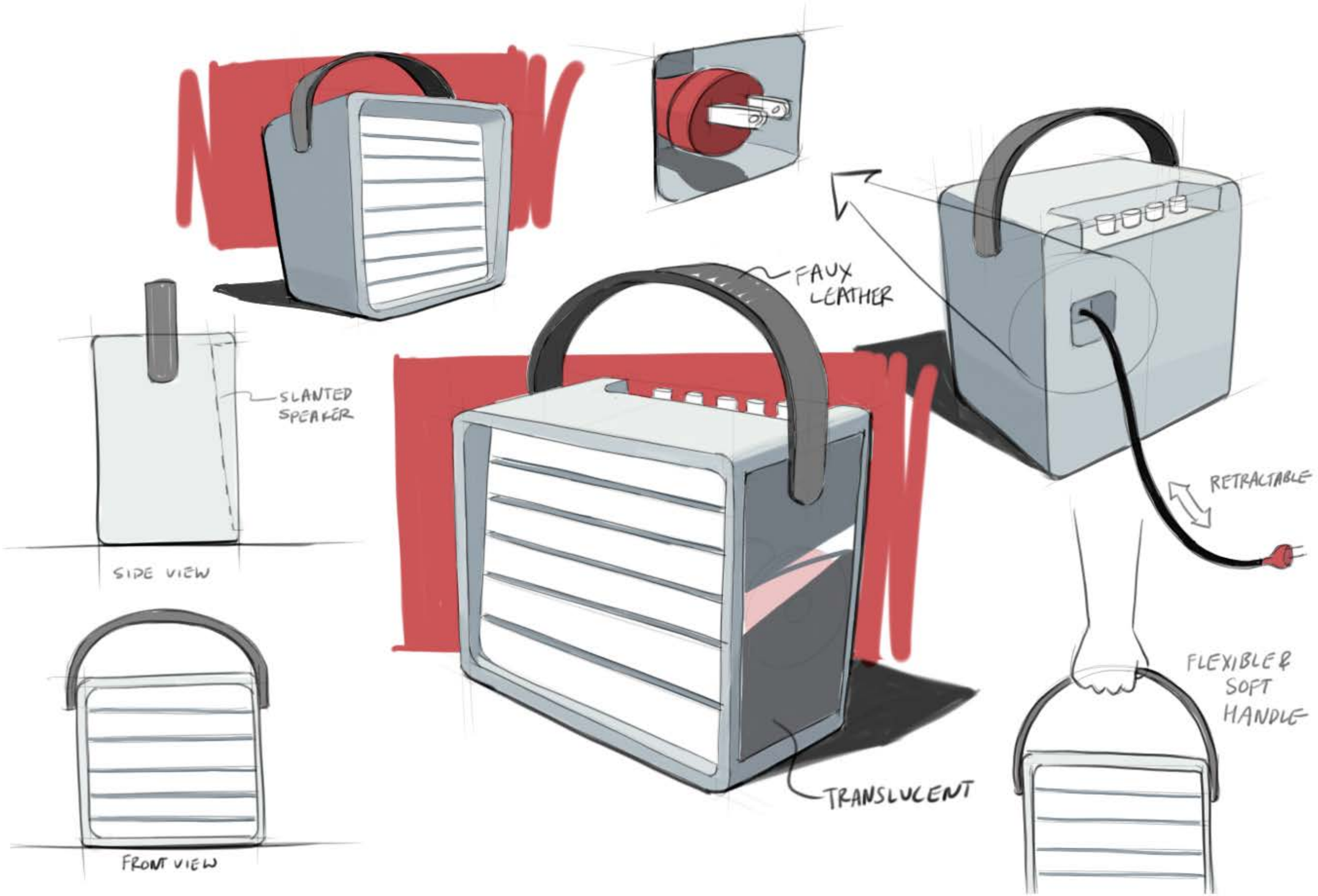
QUICK IDEA SKETCHES

Many street and hip hop style, which is visible in fashion and accessories, is mostly minimal and bold designs. Something simple with the large logo came to my mind.

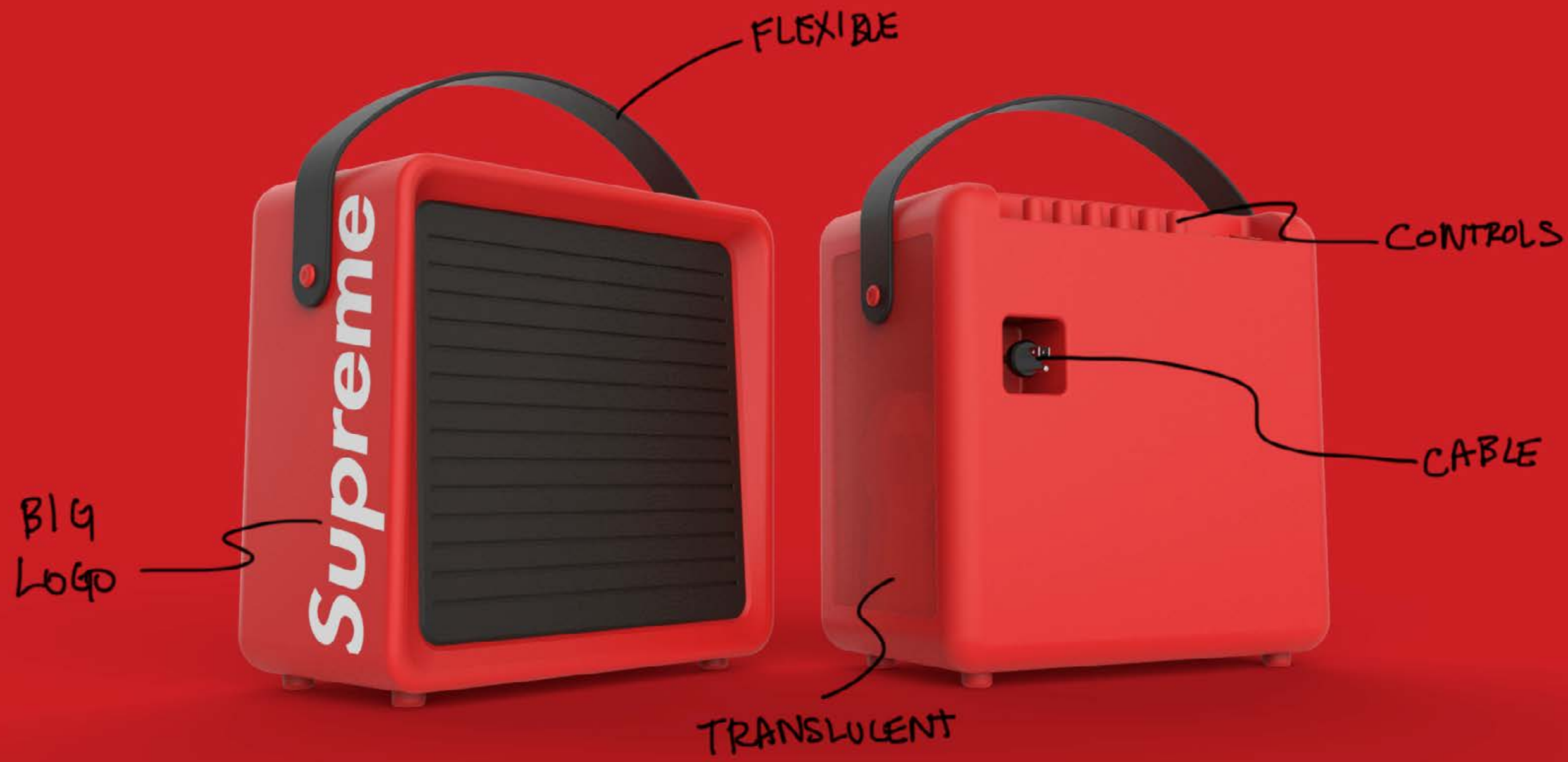


FINAL FORM

The amp has a slanted speaker, which allows the sound to move up.
The handle is big and is a leather-like tough material.



CHERRY X SUPREME



CHERRY X SUPREME

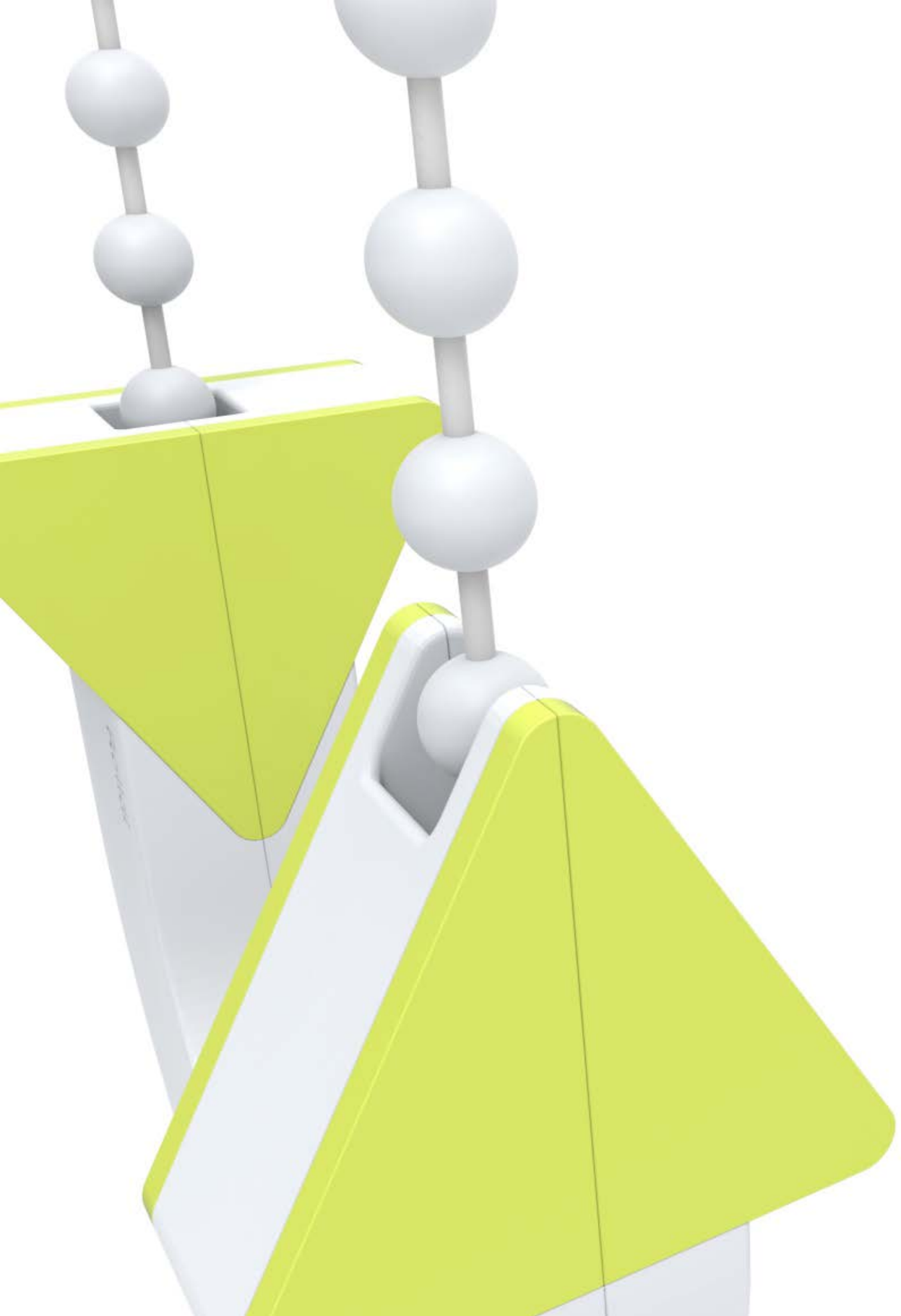
The main feature of this amplifier is the cable that works like the ones for large vaccuum cleaners. The cable can be pulled out to use and when clicking the button at the back, the cable goes into the amp.

INTERFACE

The functions are engraved on the button or the surface.

EXPLODED

The amp has translucent parts so that the features
like the retractable cables can be seen by the users.

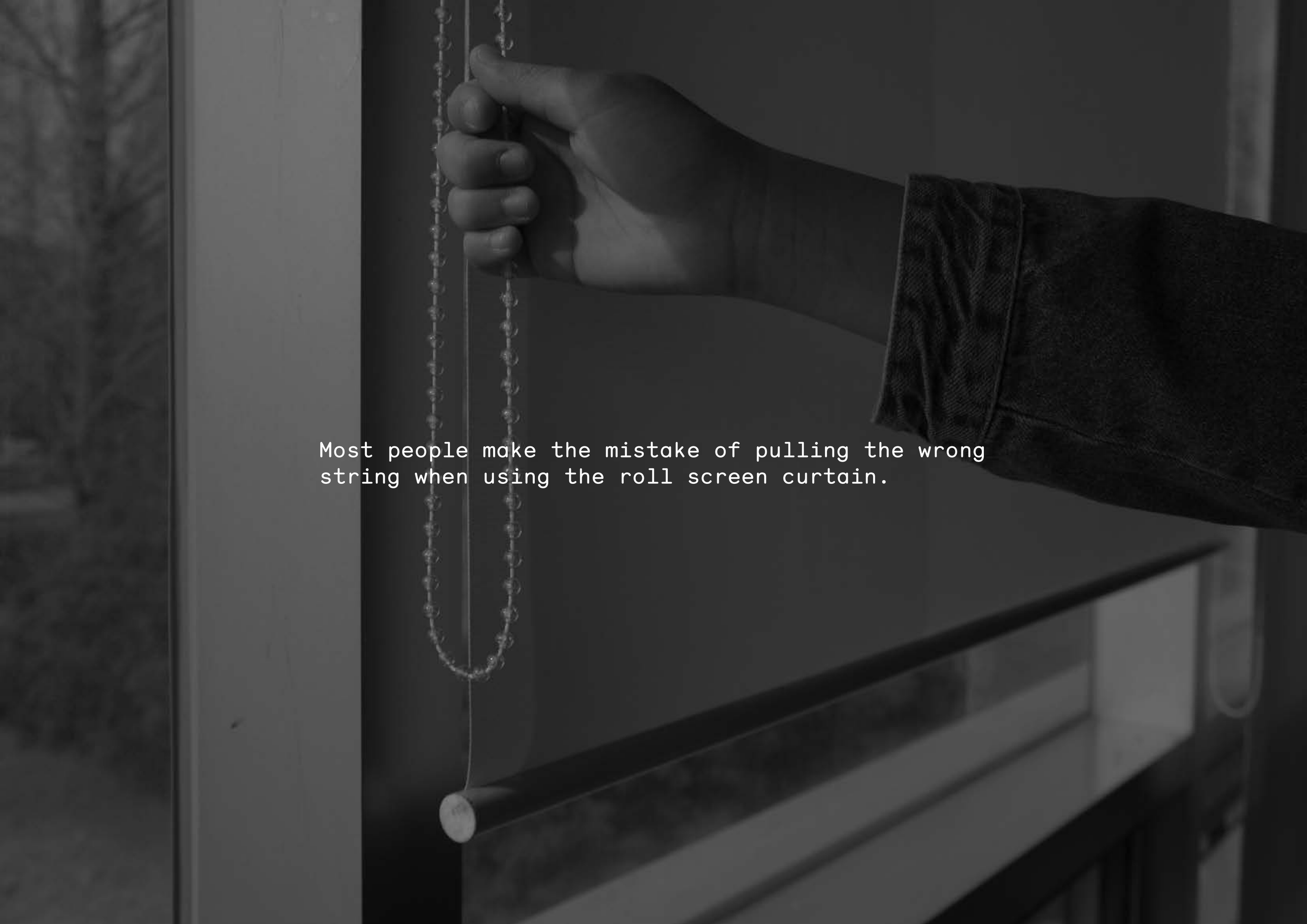


NOV-DEC2014 GROUP PROJECT*

ROLL-DI

*In a group of 4, I was the idea generator, sketcher, prototype maker and the graphic designer.

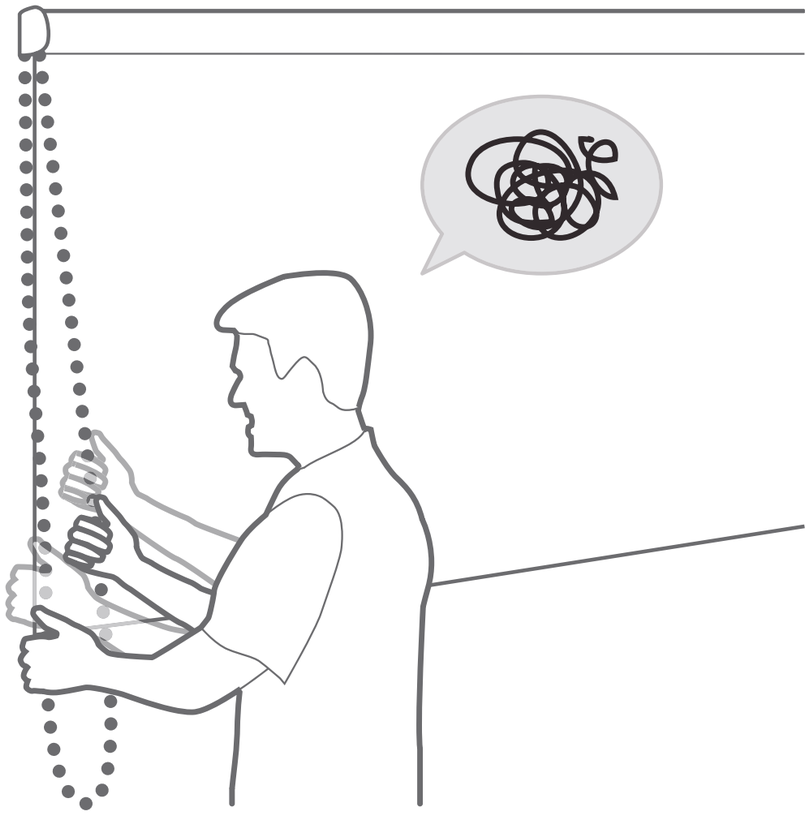
INTERNATIONAL DESIGN EXCELLENCE AWARDS '15



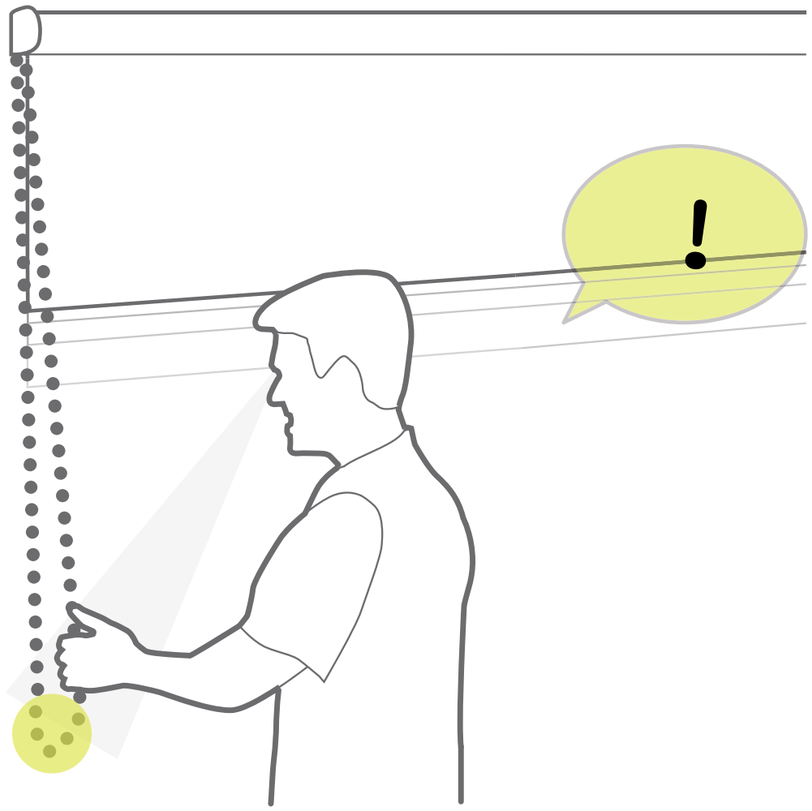
Most people make the mistake of pulling the wrong string when using the roll screen curtain.

SOLUTION

The indicator should be placed at the bottom of
the string so that it does not move during usage.



People are confused which one to pull.



An indicator can show which string is for
opening or closing the curtain.

GOALS

In order to make this a universal design and as a manufacturable product, I set up some restrictions and guides to keep in mind.

01 AFFORDABLE TO MANUFACTURE

We aimed for a real product, which is cheap and simple, so the manufacturing process should be low in cost.

02 INTUITIVE DESIGN

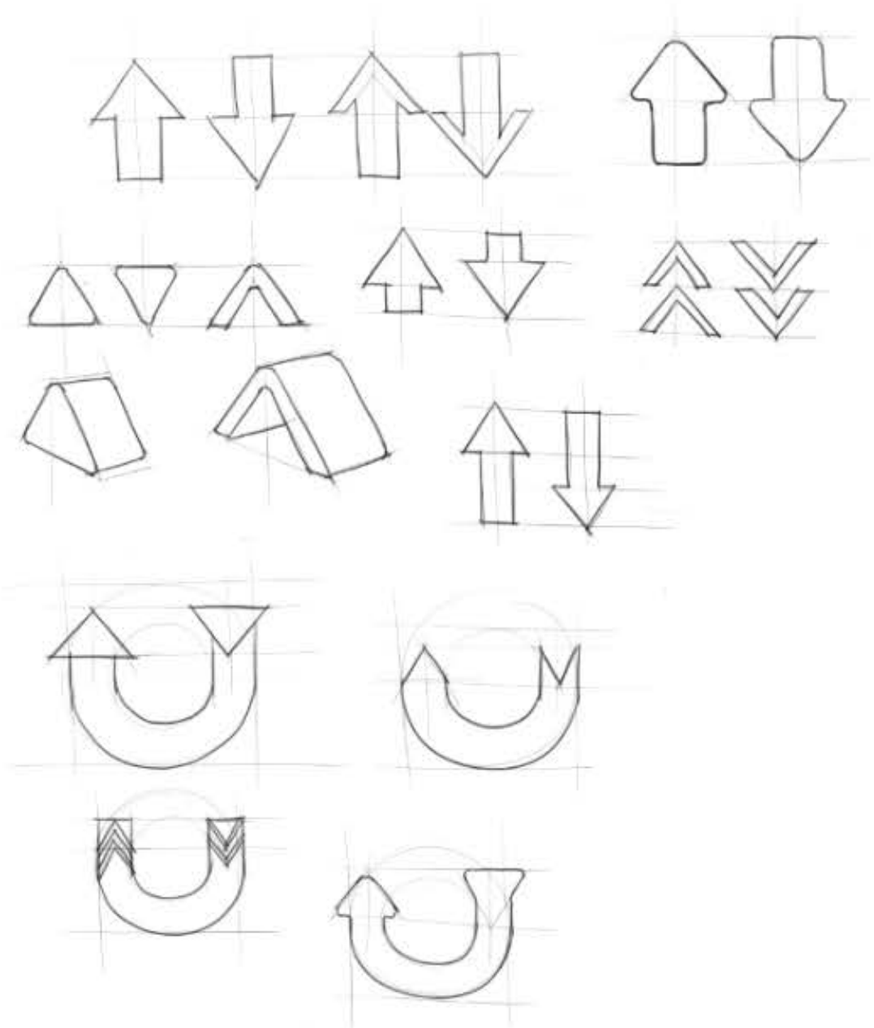
Users should be able to understand how to use the product without instructions.

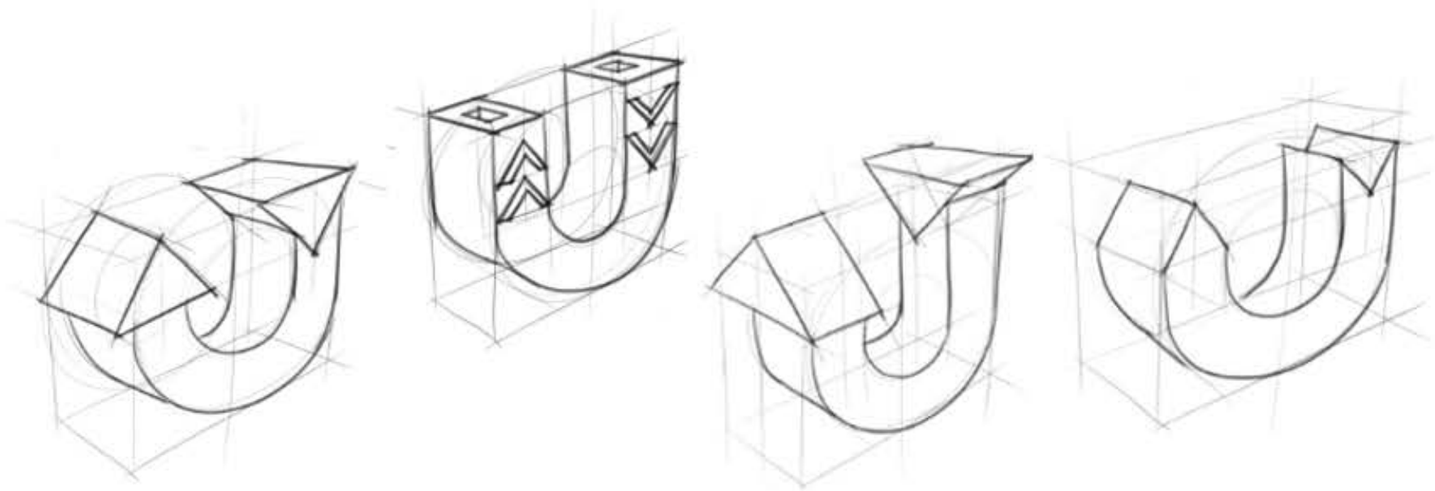
03 EASY INSTALLATION

Installing and removing the product should be quick and easy.

FORM DEVELOPMENT

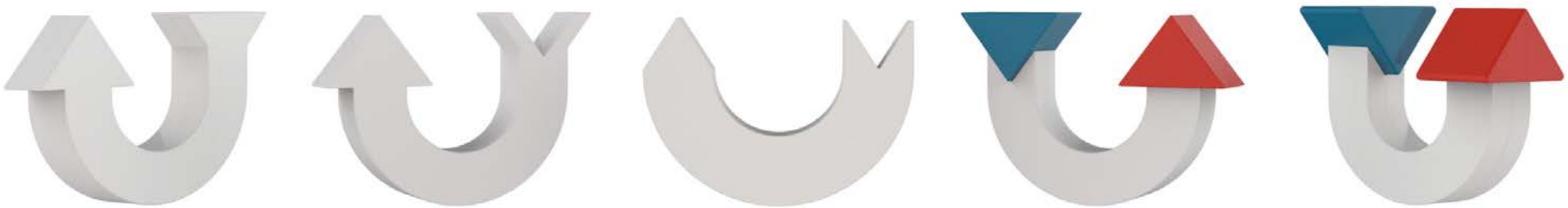
Exploration of different forms through sketching, 3d printing and 3d modeling.





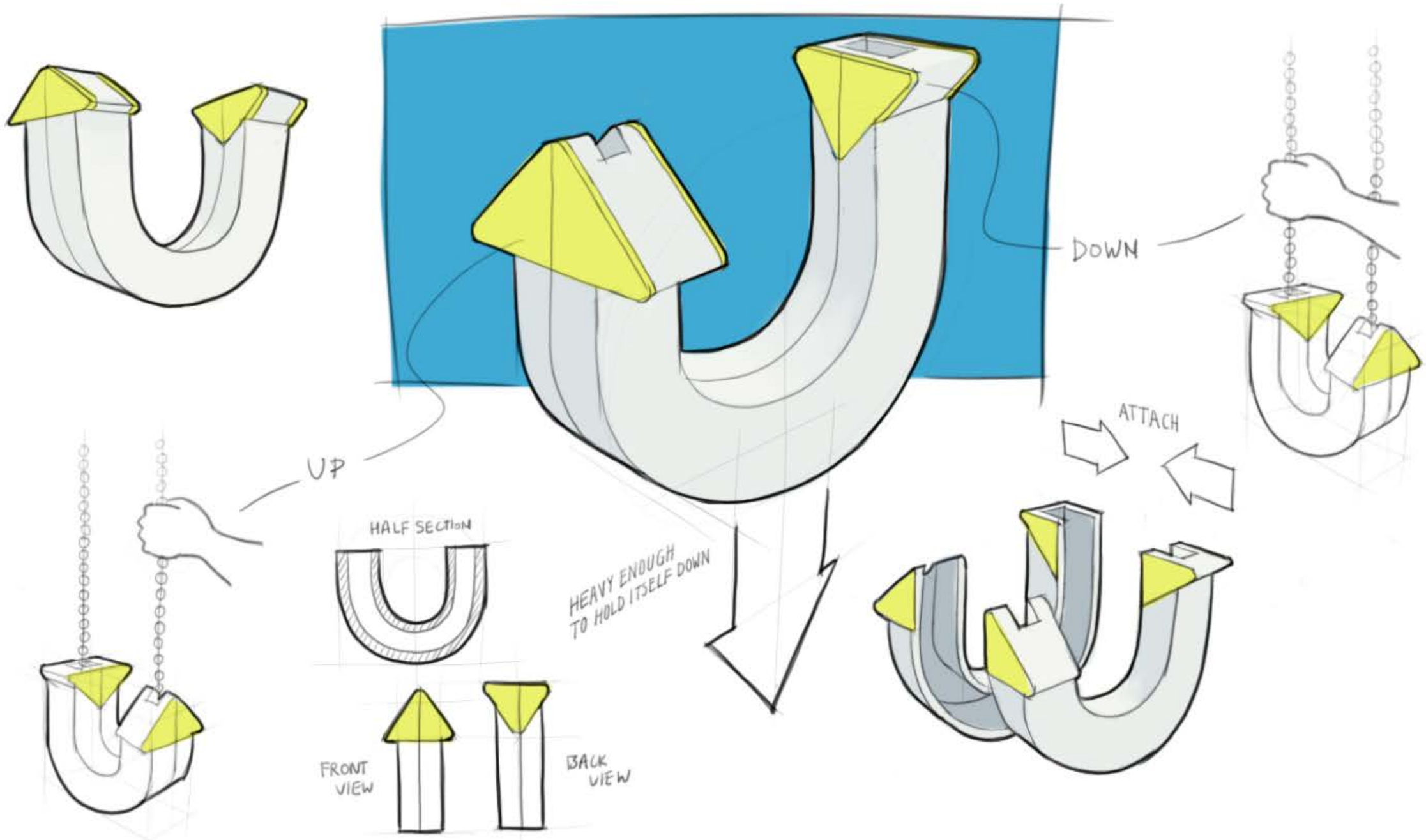
Foam board prototypes

3D printed prototype



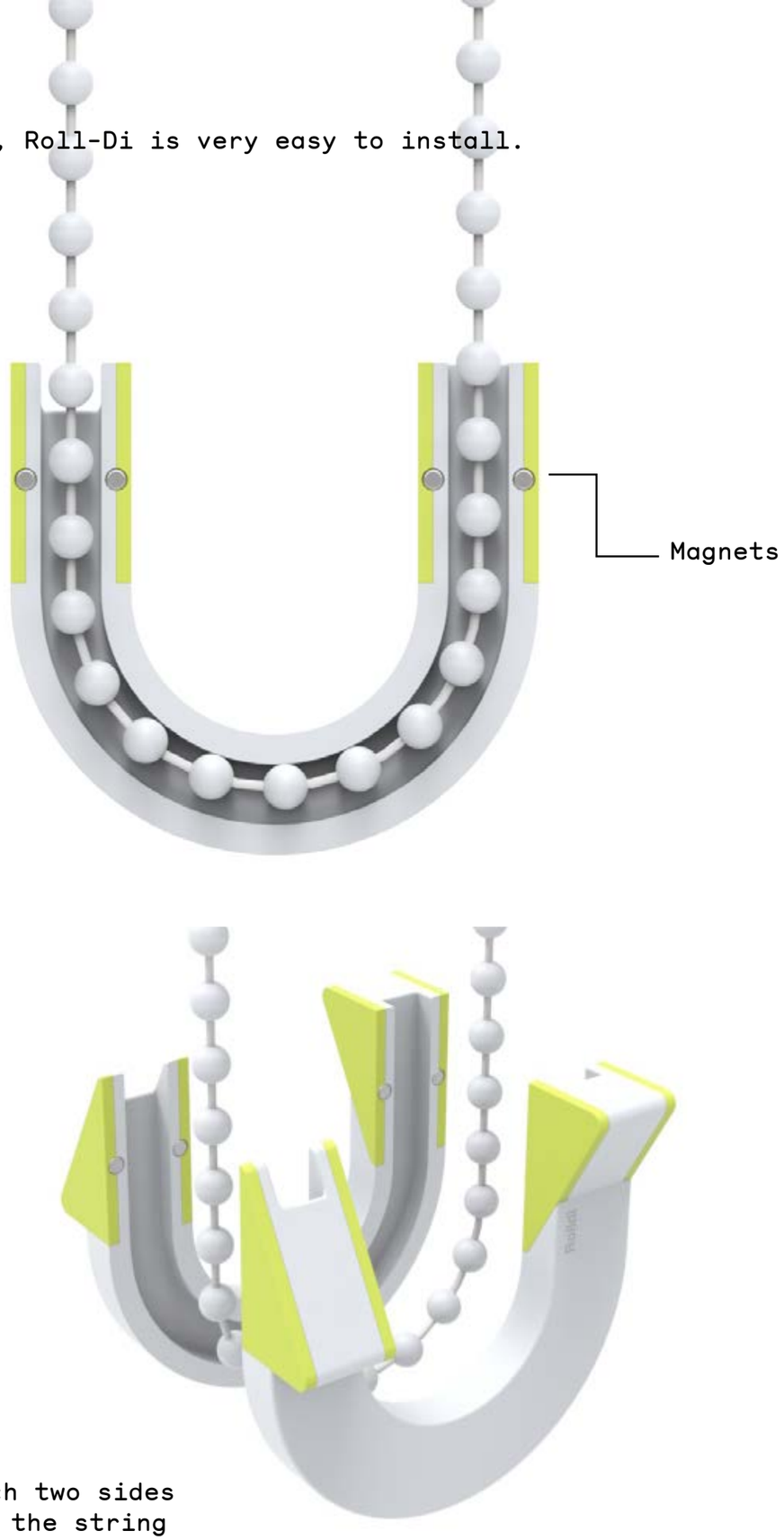
FINAL DESIGN

We ended up with this simple and clean outcome,
highlighting the arrows to increase visibility.



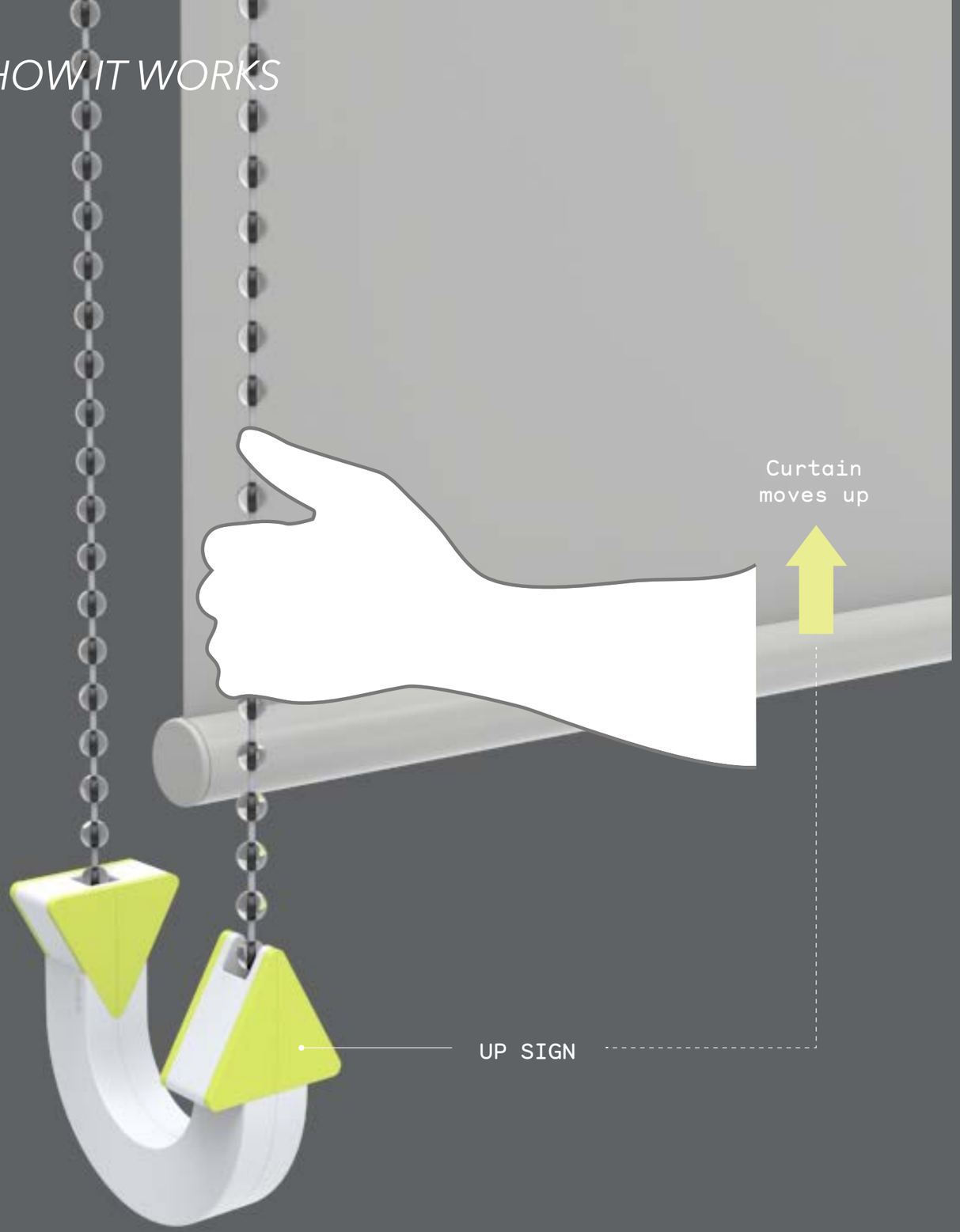
ROLL-DI

With magnets, Roll-Di is very easy to install.

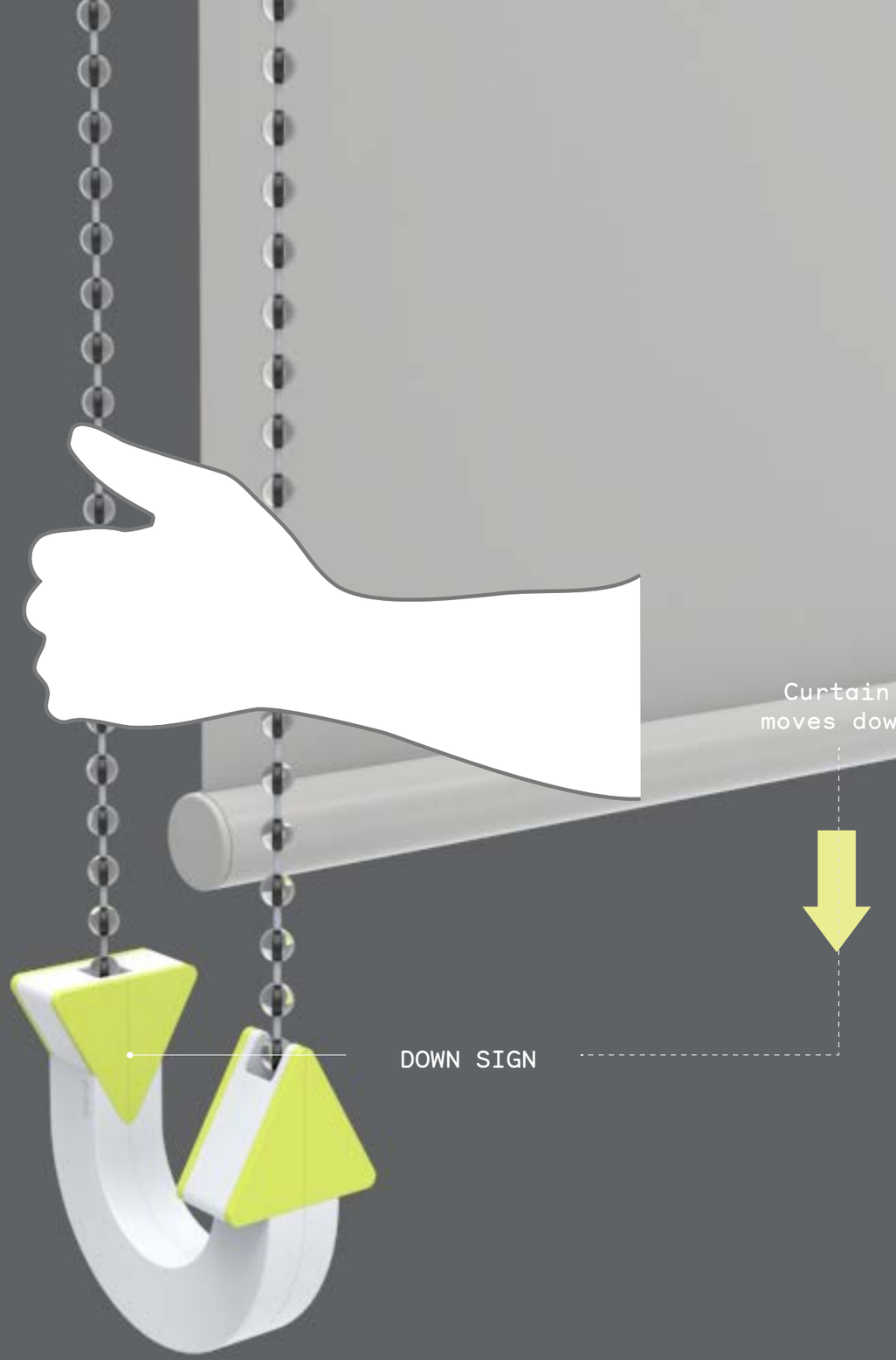


Attach two sides
onto the string

HOW IT WORKS



The curtain goes up, when you pull the ▲ sign

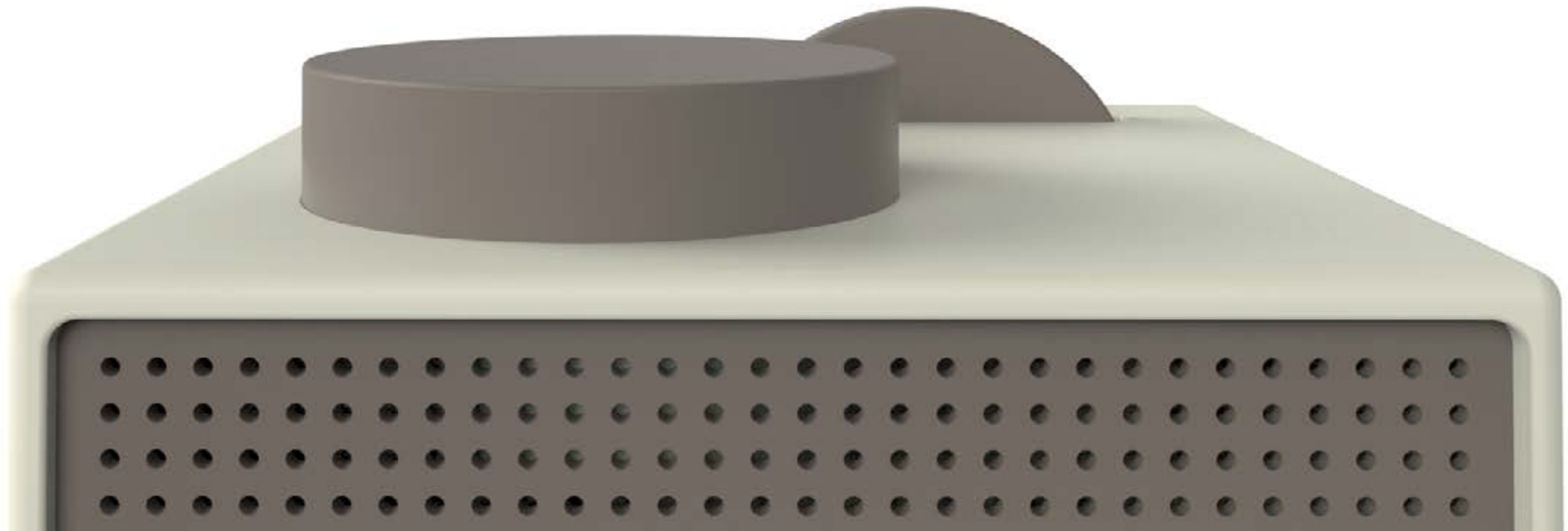


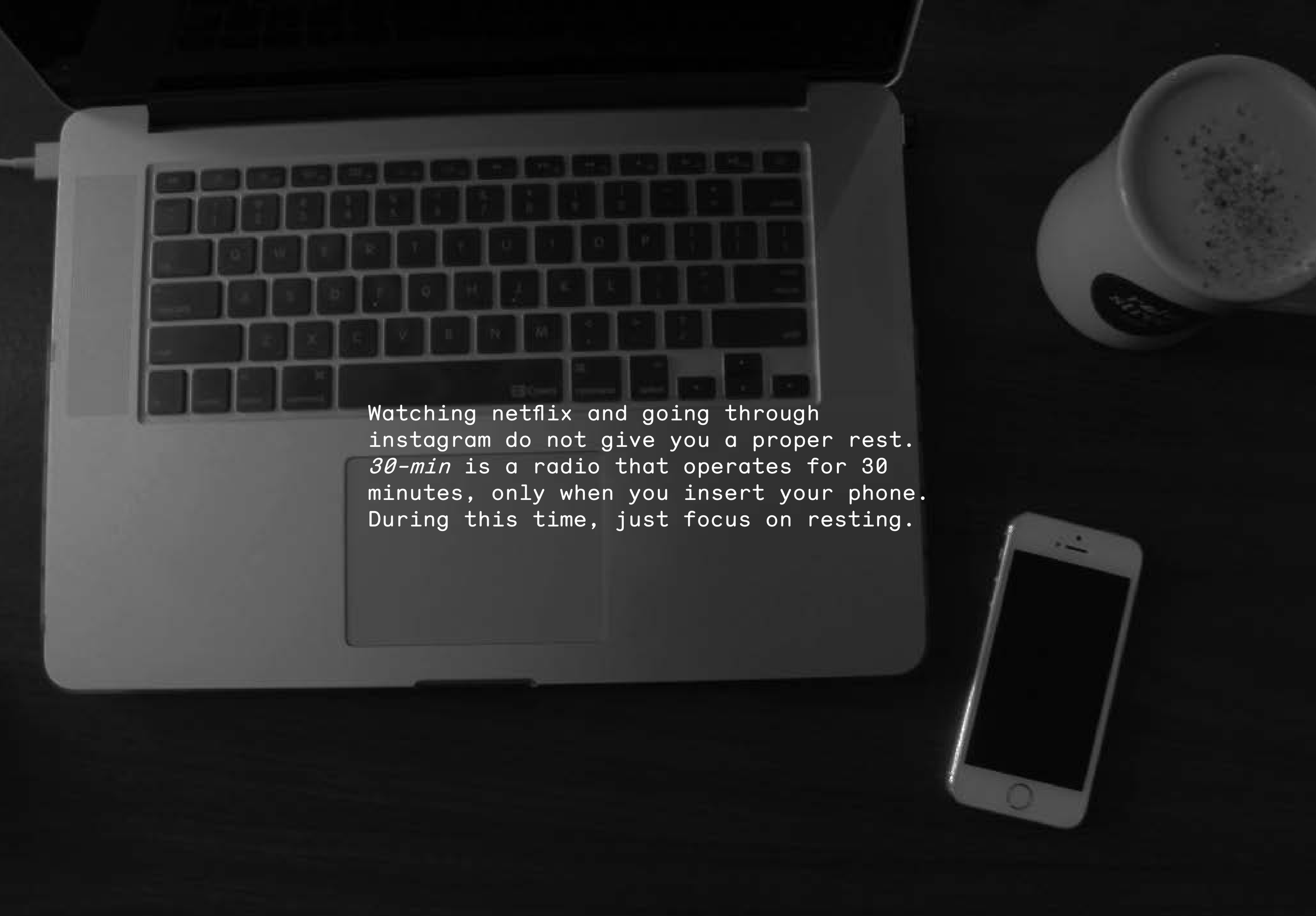
The curtain goes down, when you pull the ▼ sign

INDIVIDUAL

MAR-JUNE 2015

30-MIN

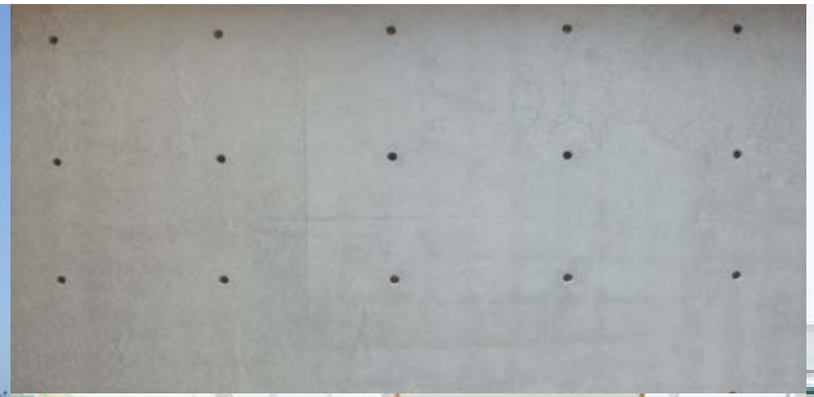


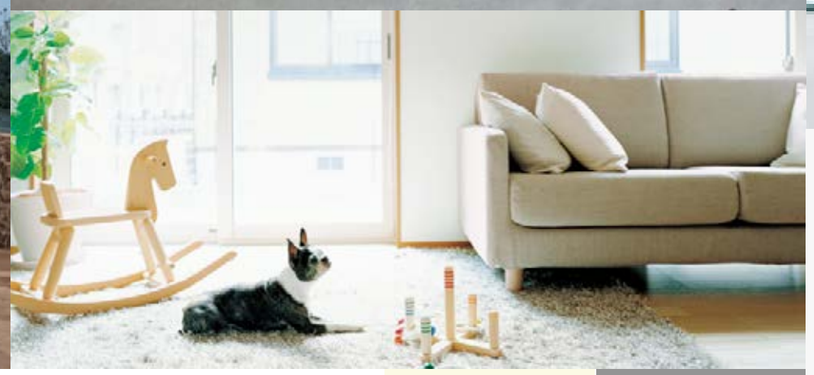


Watching netflix and going through instagram do not give you a proper rest. *30-min* is a radio that operates for 30 minutes, only when you insert your phone. During this time, just focus on resting.

INSPIRATION

30-min radio was inspired by the Japanese minimalistic and modern style of architecture, such as Ando Tadao’s concrete buidlings and household items by Naoto Fukasawa.



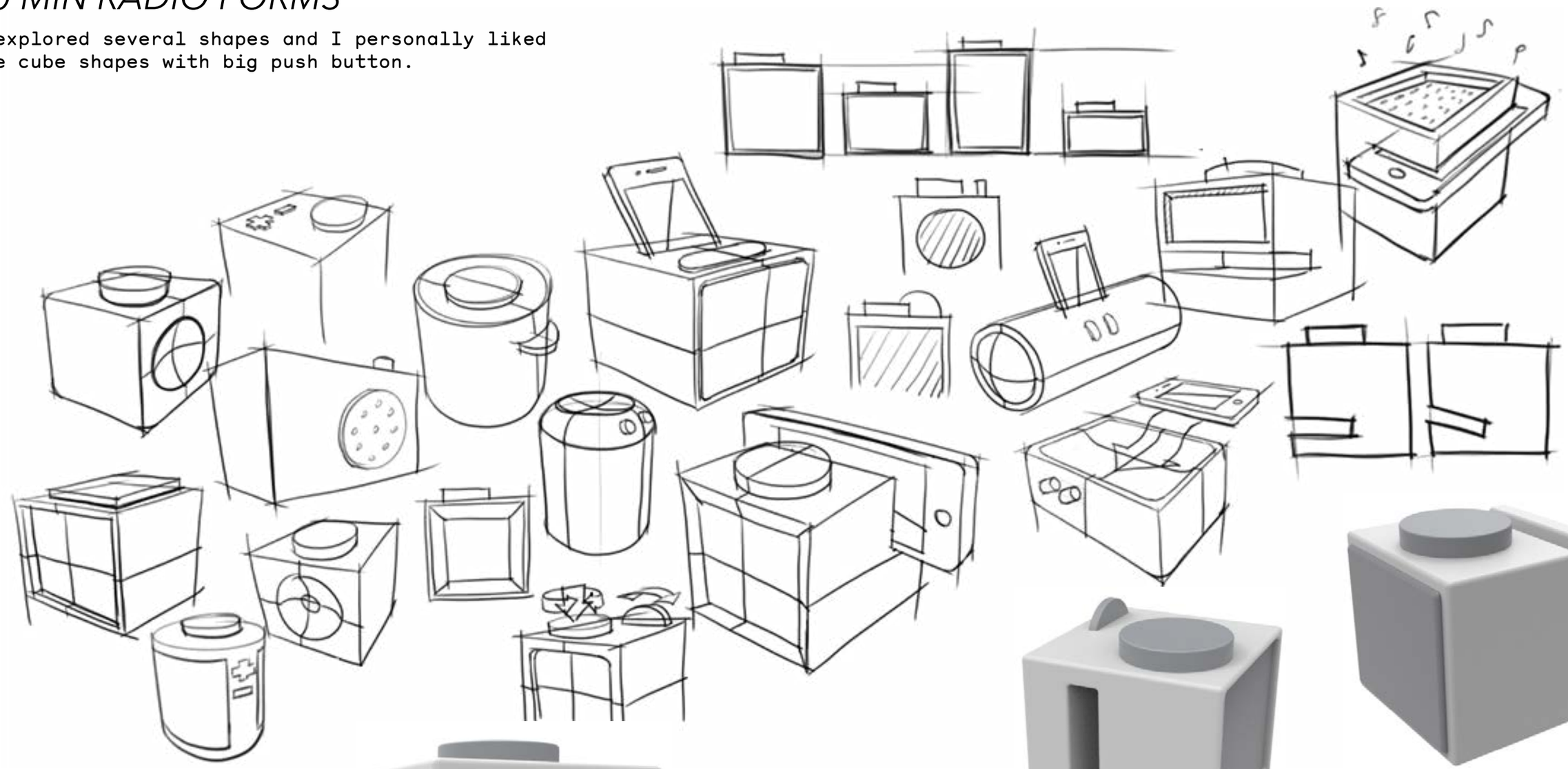


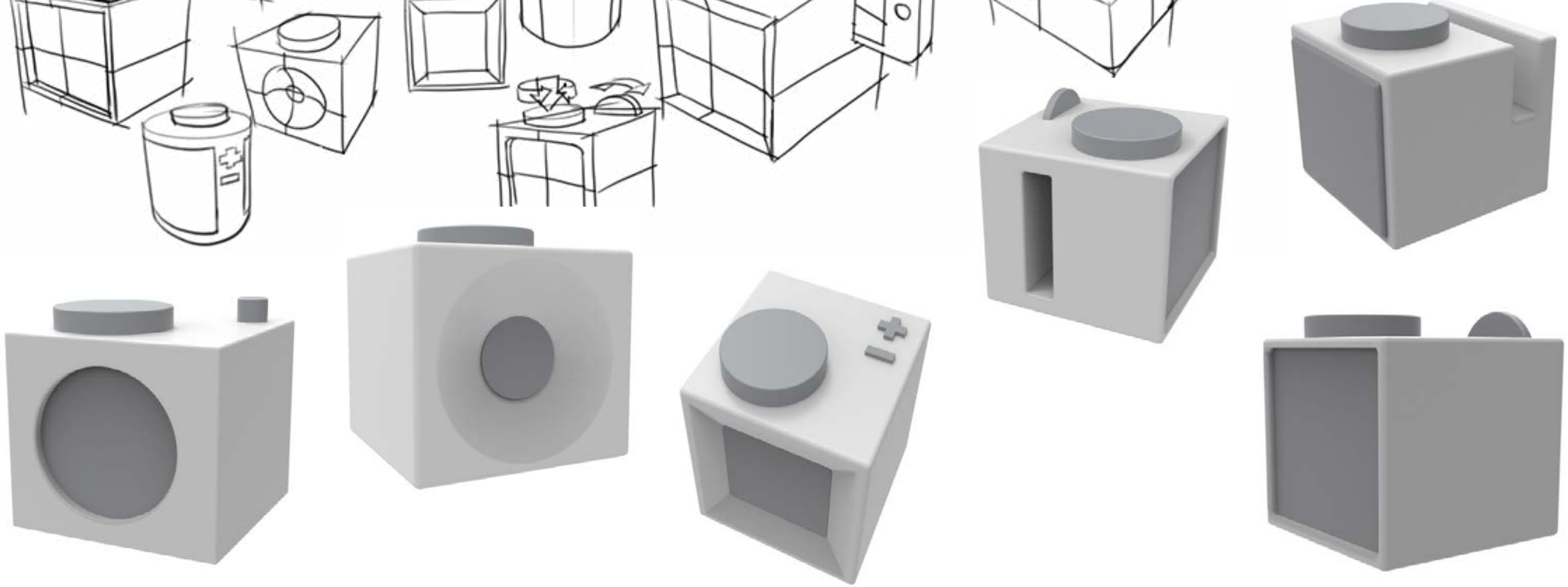
INITIAL RADIO IDEAS

I played around with several ideas that came to my mind when I thought about radios that will give users a different experience than the current radios. I decided to go with the radio that will take away users'phone.

30 MIN RADIO FORMS

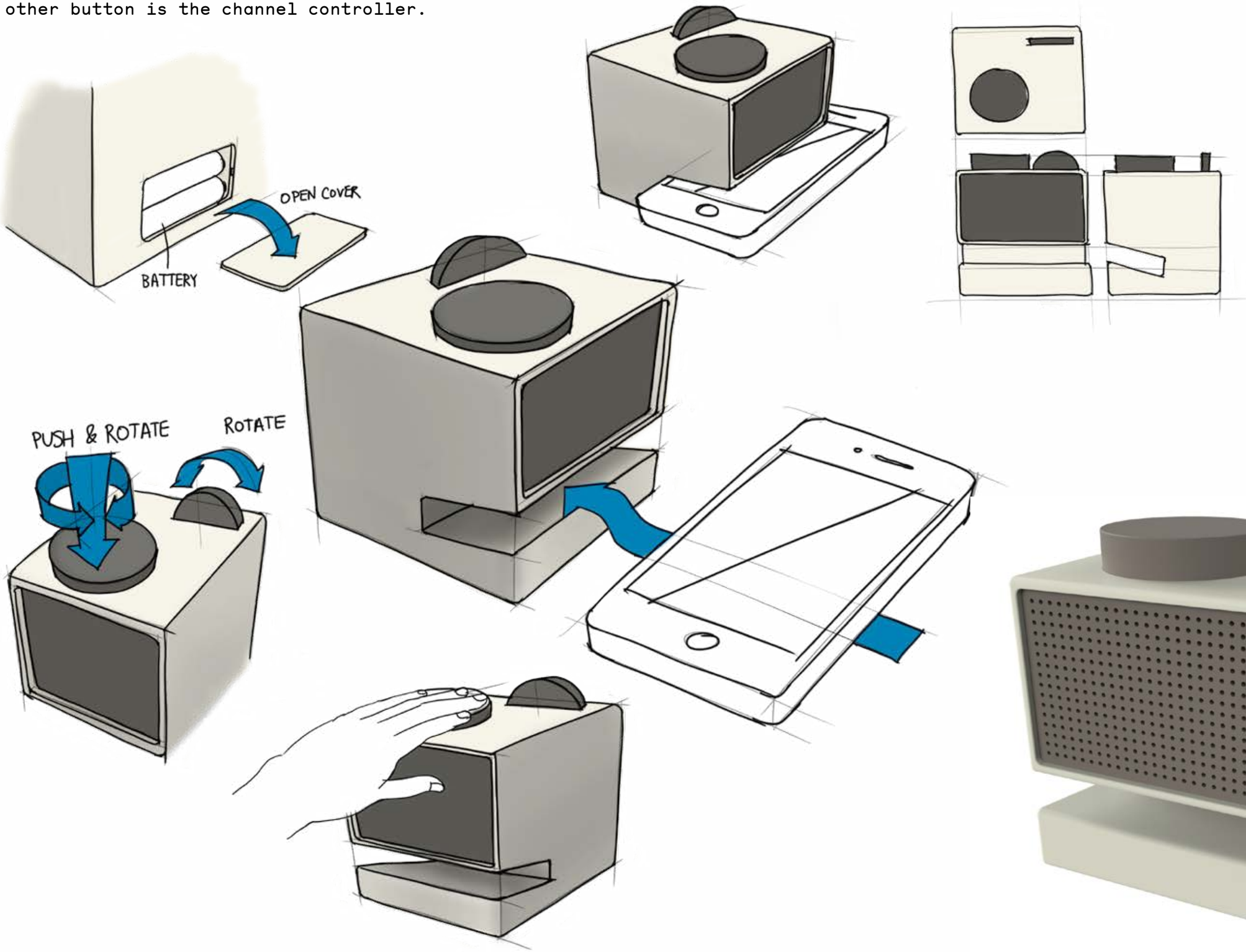
I explored several shapes and I personally liked the cube shapes with big push button.





FINAL DESIGN

The big round button acts as the on/off button when it is pushed and volume is changed by rotating it. The other button is the channel controller.



EXPLODED

Before model making, I learned what components and mechanisms are necessary in order to make a working radio.

MANUAL

This is the instruction booklet for the 30-min.

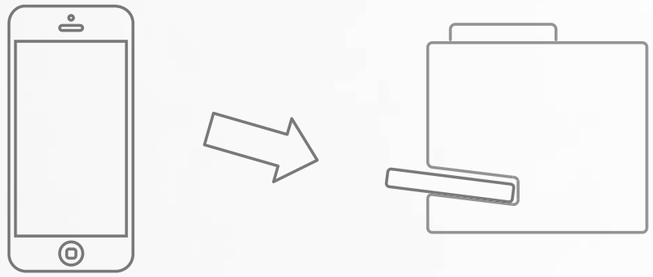
For Busy People :

Why so serious?
Life is not all about work.
Drop everything.
Place your phone into the radio.
Turn on the radio.
Take a break for 30 mins.

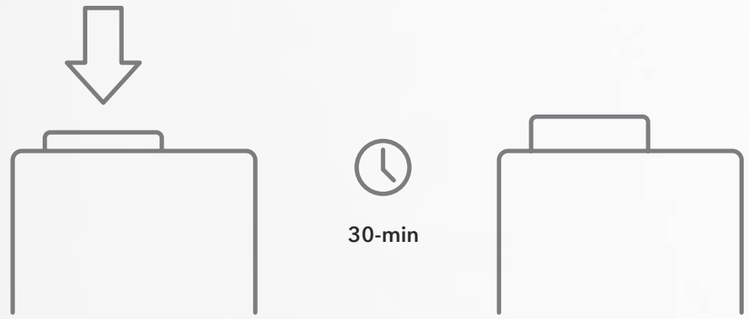
For Smartphone Addicts :

You are in love with your smartphone.
Give in your love to the radio.
Turn on the radio.
Take a complete break from the world
and simply daydream.

1. Insert your phone.



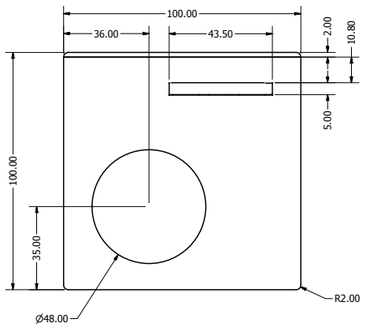
2. Push the big round button.
After 30-min, the radio will turn off.
TIme to get back to work!

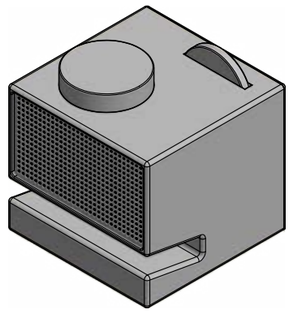


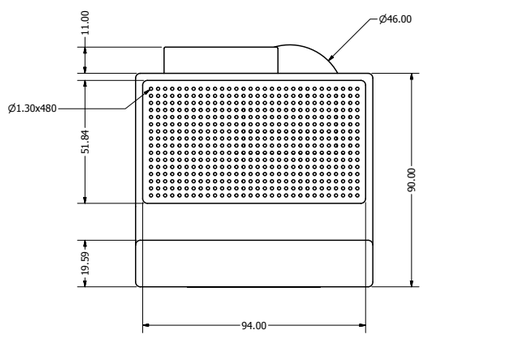
*Note : The radio will go off if you remove your phone.

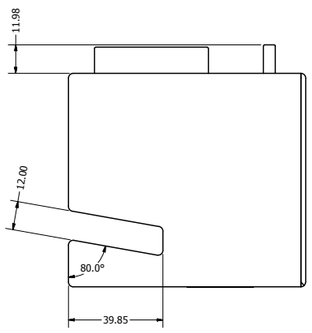
TECHNICAL DRAWING

A precise drawing of the radio and the mechanism
with Autodesk Inventor before prototyping.

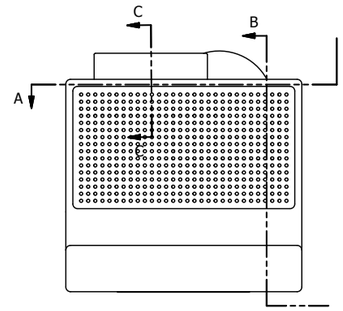


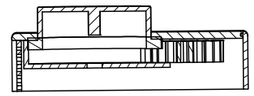




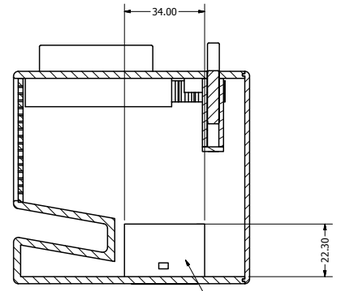


DRAWN kyungyunlee	2015-06-03		
CHECKED		TITLE	
QA		30 MIN RADIO	
MFG			
APPROVED		SIZE C	DWG NO technical drawing / REV
		SCALE	SHEET 1 OF 2

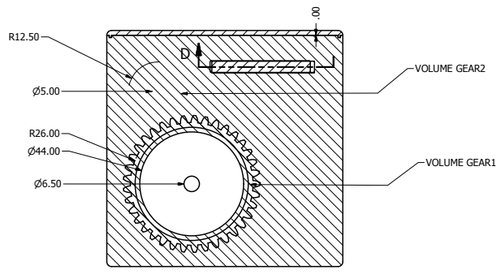




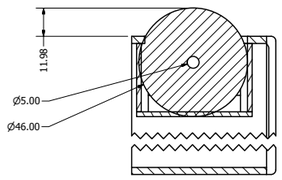
SECTION C-C
SCALE 1 : 1



SECTION B-B
SCALE 1 : 1



SECTION A-A
SCALE 1 : 1



SECTION D-D
SCALE 1 : 1

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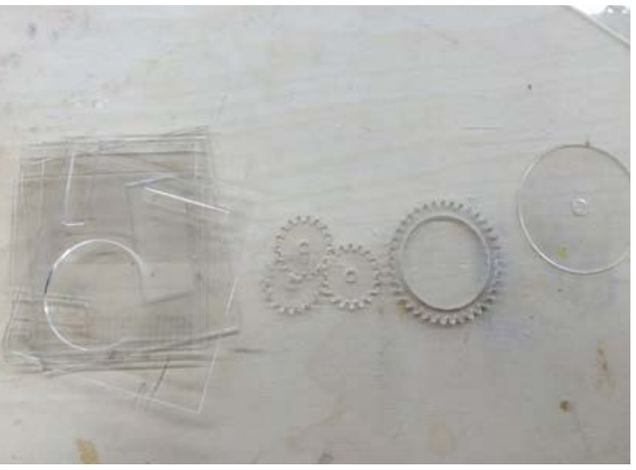
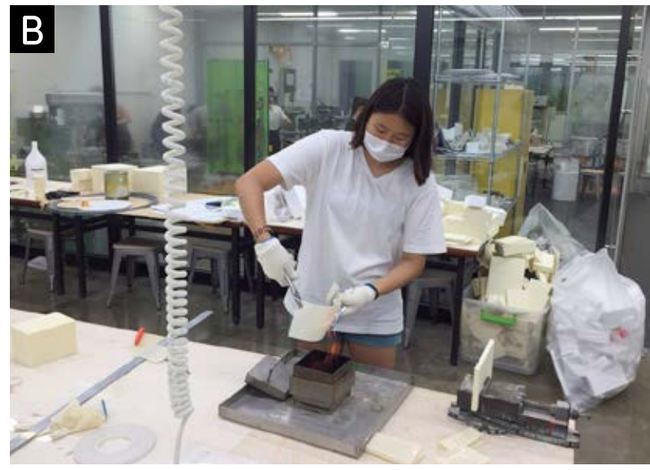
QA		30 MIN RADIO	
MFG			
APPROVED		SIZE C	DWG NO technical drawing / REV
		SCALE	SHEET 2 OF 2

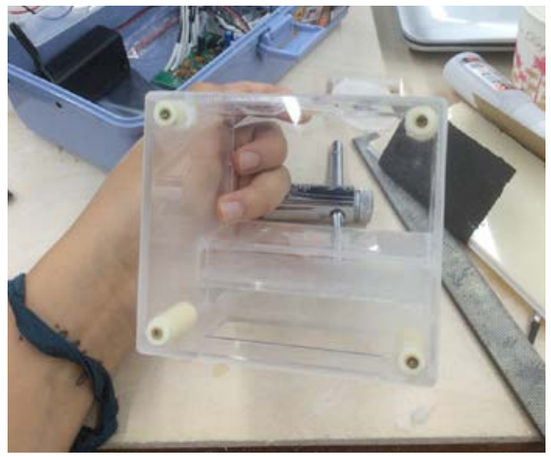
MODEL MAKING

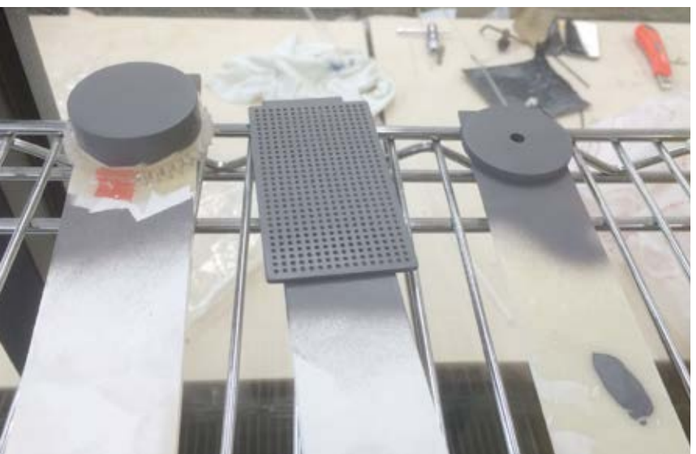
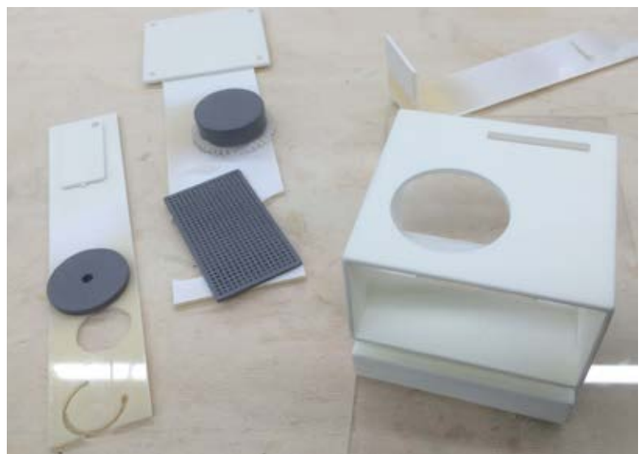
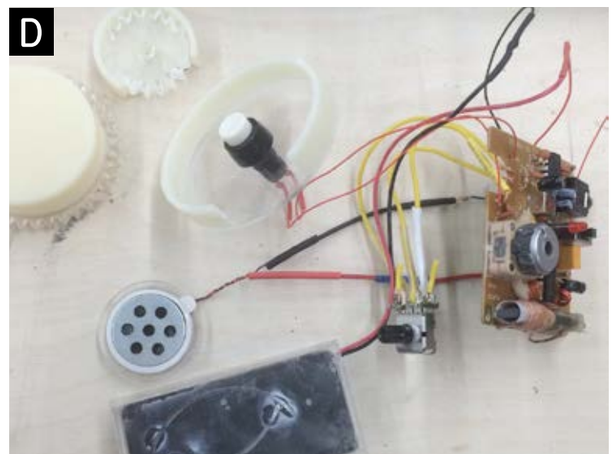
This was a fun model making process. Apart from the laser cutting, everything else was made and cut manually using universal milling and lathe machines. It was a challenging, but exciting to see it work!

A. Making gear mechanism for on/off button and volume control
B. I am on fire!
C. There is never enough sanding
D. Hacked and rebuilt my radio circuit







30-MIN RADIO

My 30-min radio that works really well!

CAVE CHAIR

SEP-OCT 2014 INDIVIDUAL

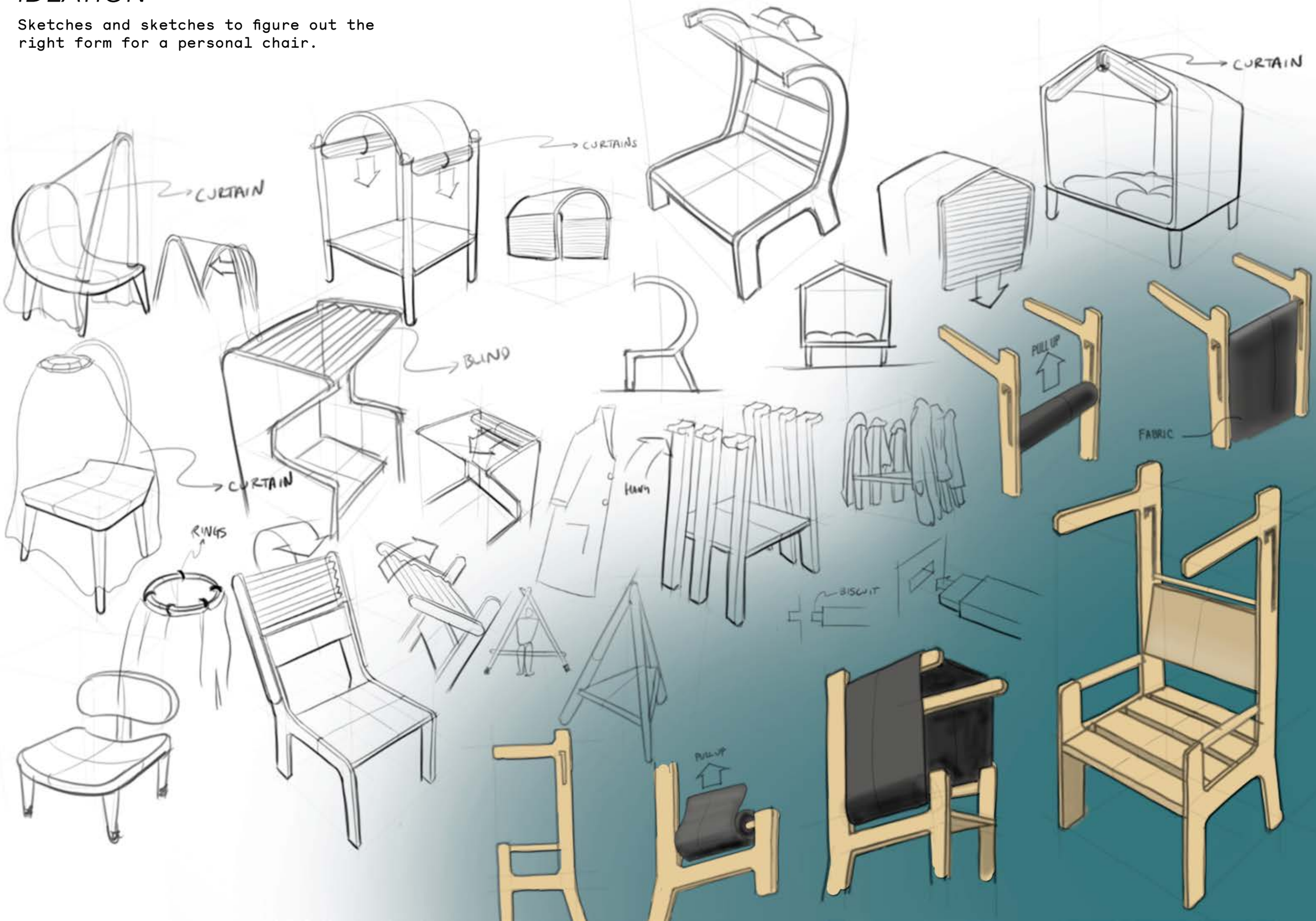
We live in a constantly moving society
with people around us all the time.
We have little time for ourselves.

INSPIRATION

I got the motive from my childhood tendency to build blanket tents in my house. The confined and dark space made me feel cozy and protected. I loved being in my own world.

IDEATION

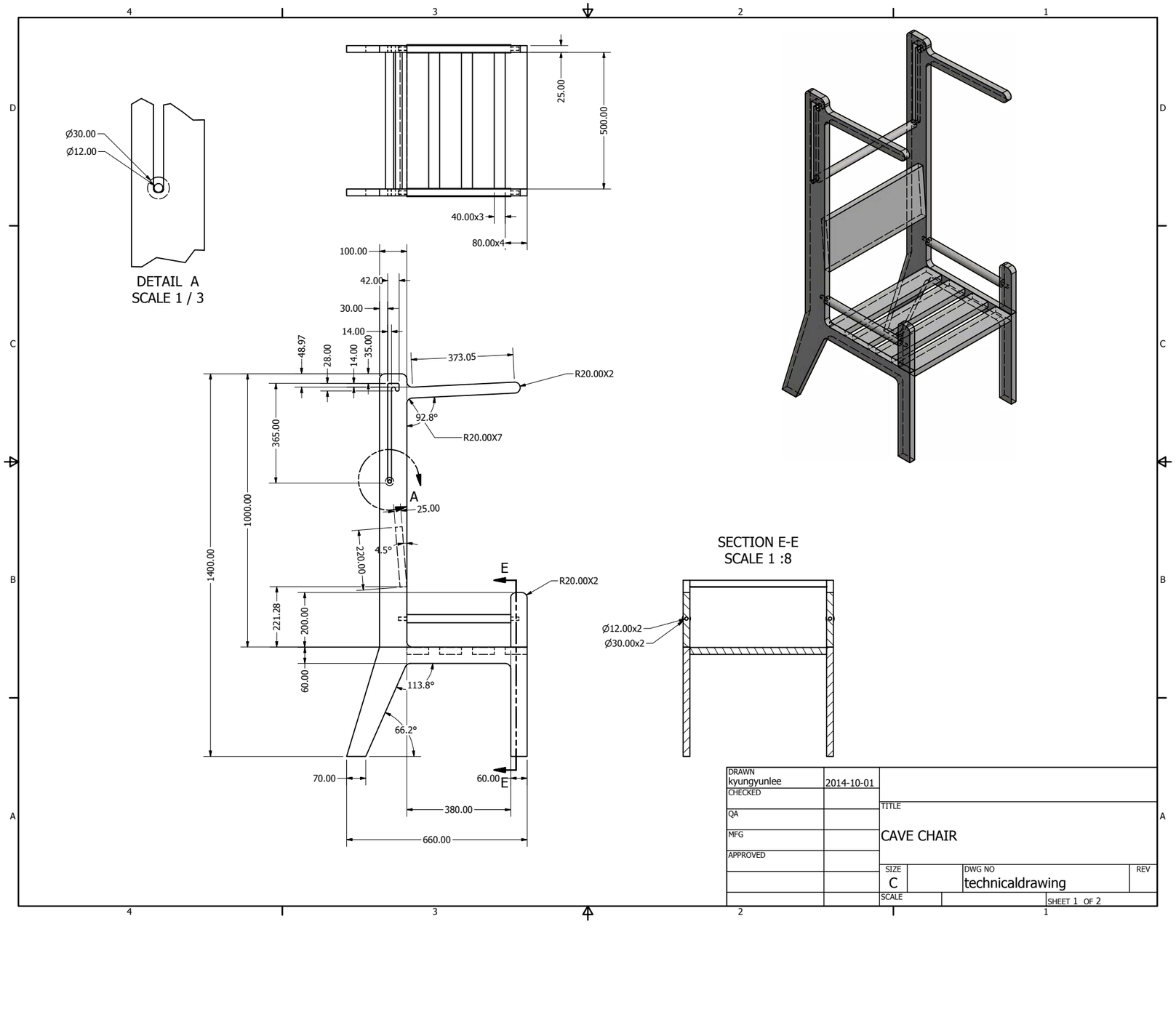
Sketches and sketches to figure out the right form for a personal chair.



3D MODELING

BLUEPRINT AND ASSEMBLY

The chair fits in 1800 X 900 mm wood with 25mm thickness. I did research to find the right size that suits human ergonomics.
The blueprint was sent to the woodshop to get cut.



CAVE CHAIR

My final model of the Cave Chair with me in my long hair.

Please excuse the Korean language.
This project was done for the Korean version of Hotels.com.

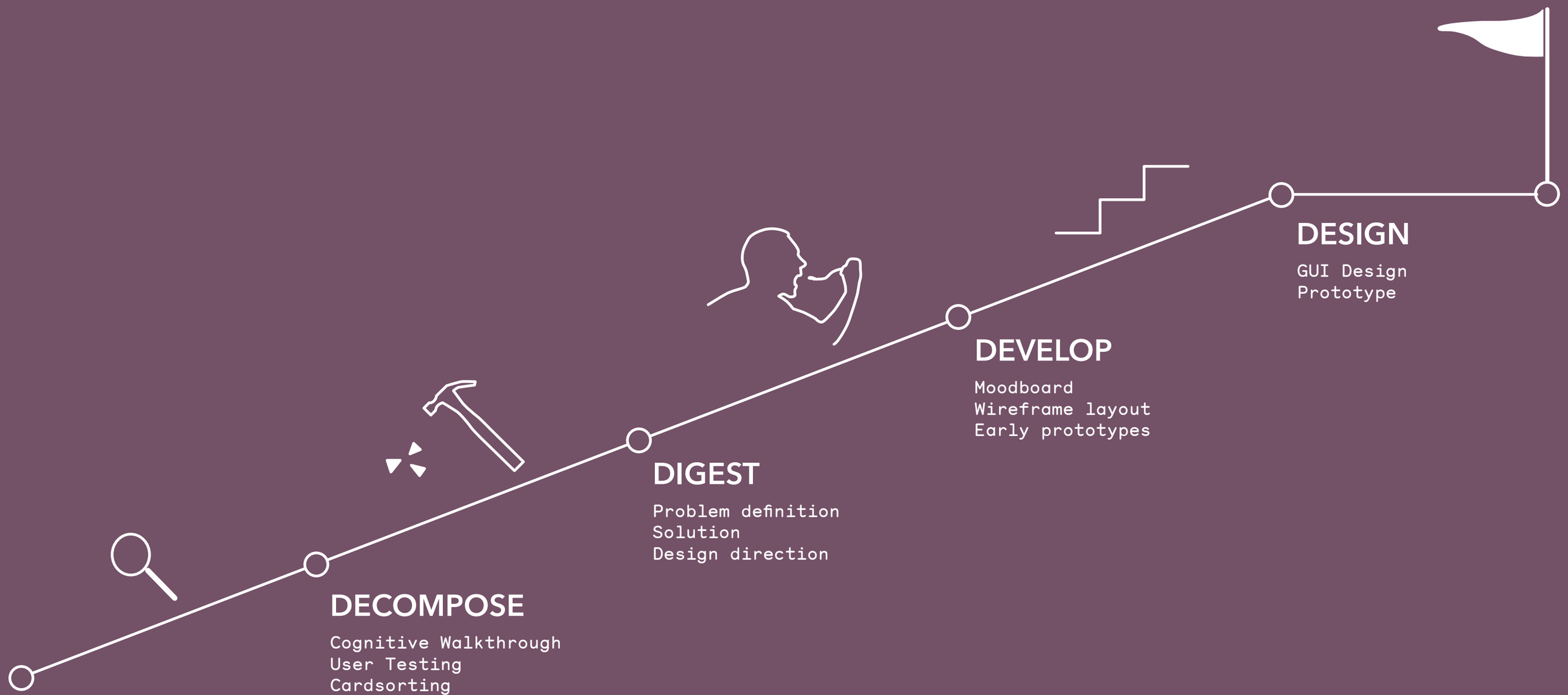
HOTELS.COM

MAY-JUN 2015 GROUP PROJECT*

* In a group of 4, I was an active participant in all the research processes and also the redesign. I led the group by suggesting bold ideas and through trial and errors.

UI DESIGN PROCESS

We researched rigorously based on the guidelines from several sources and created our own criterias to determine the aspects of a good app.



DISCOVER

Benchmarking
Heuristic Evaluation
Survey

DECOMPOSE

Cognitive Walkthrough
User Testing
Cardsorting

DIGEST

Problem definition
Solution
Design direction

DEVELOP

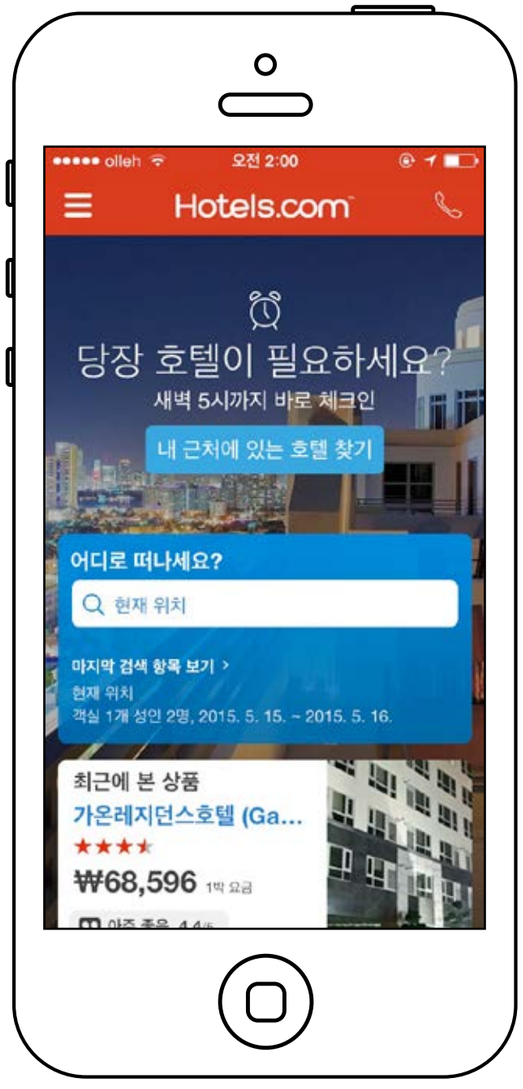
Moodboard
Wireframe layout
Early prototypes

DESIGN

GUI Design
Prototype

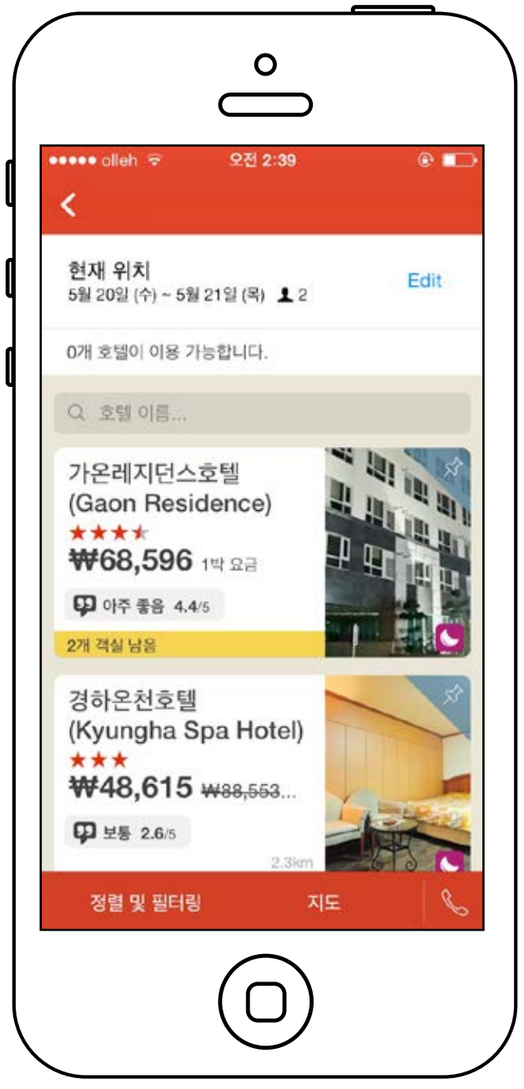
PROBLEMS IN ORIGINAL APP

We explored and identified the problems of the existing Hotels.com mobile application. Here are just a few of the problems we found.



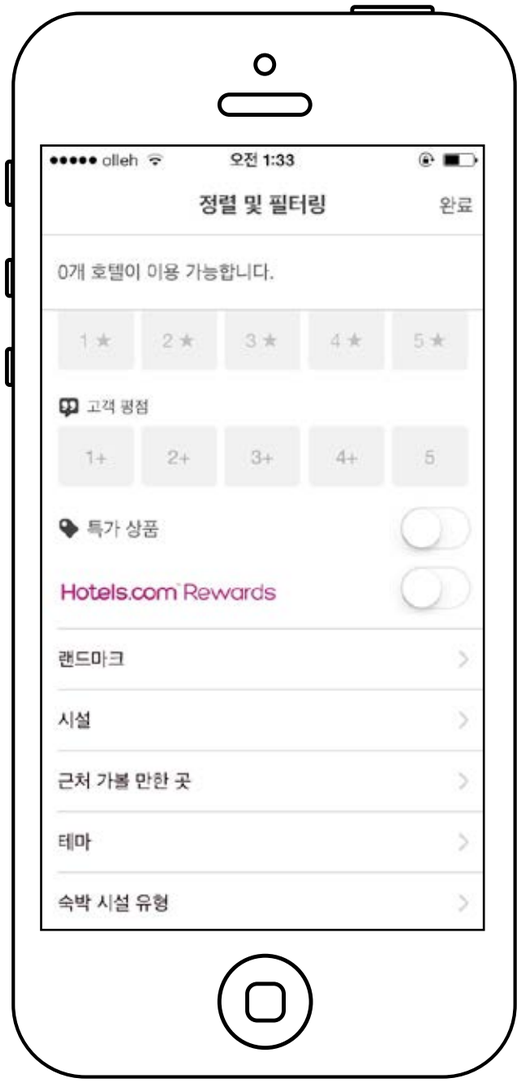
MAIN PAGE

Most of the features are unnecessary to be on the first page and are repetitive.



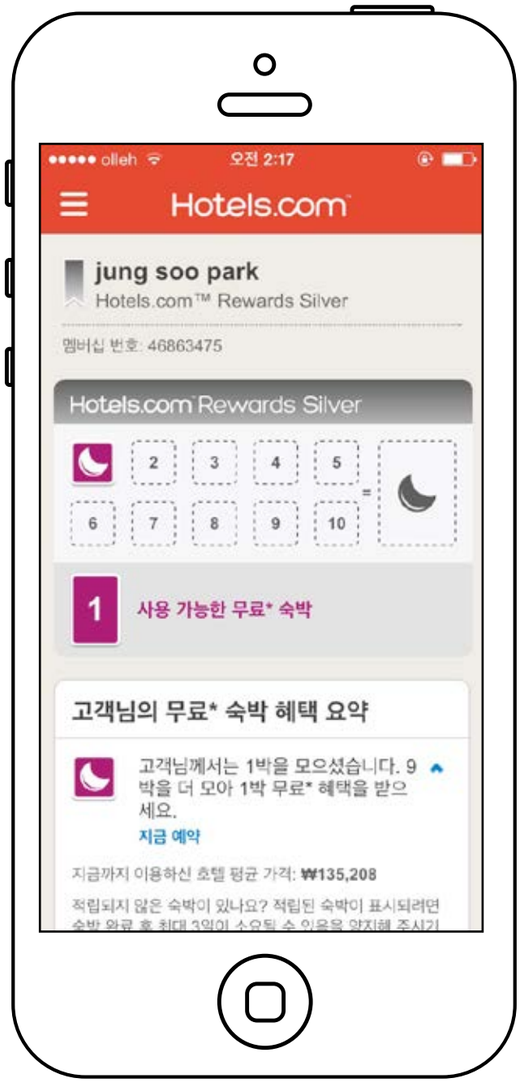
LIST OF SEARCHED HOTELS

The layout of the hotel info is unorganized. Icons like “purple moon”is unrecognizable for first time users.



FILTER/ARRANGE HOTELS

There is no hierarchy in the layout and the users have to continue clicking in order to find and select all the filters.

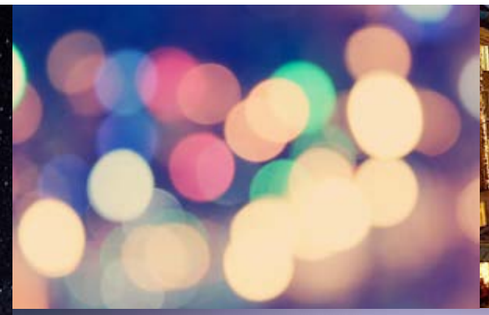


YOUR REWARDS

An aspect of motion graphics or action to visualize and convey the user’s reward information would be fun and interesting.

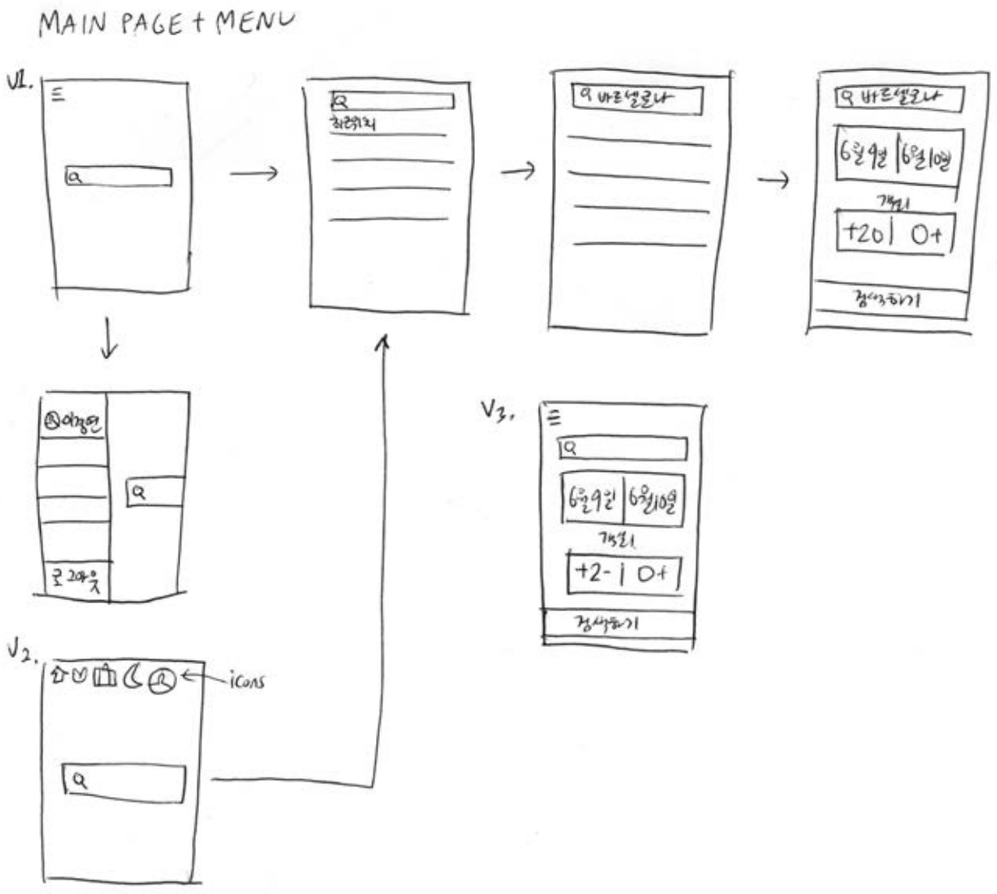
MOODBOARD

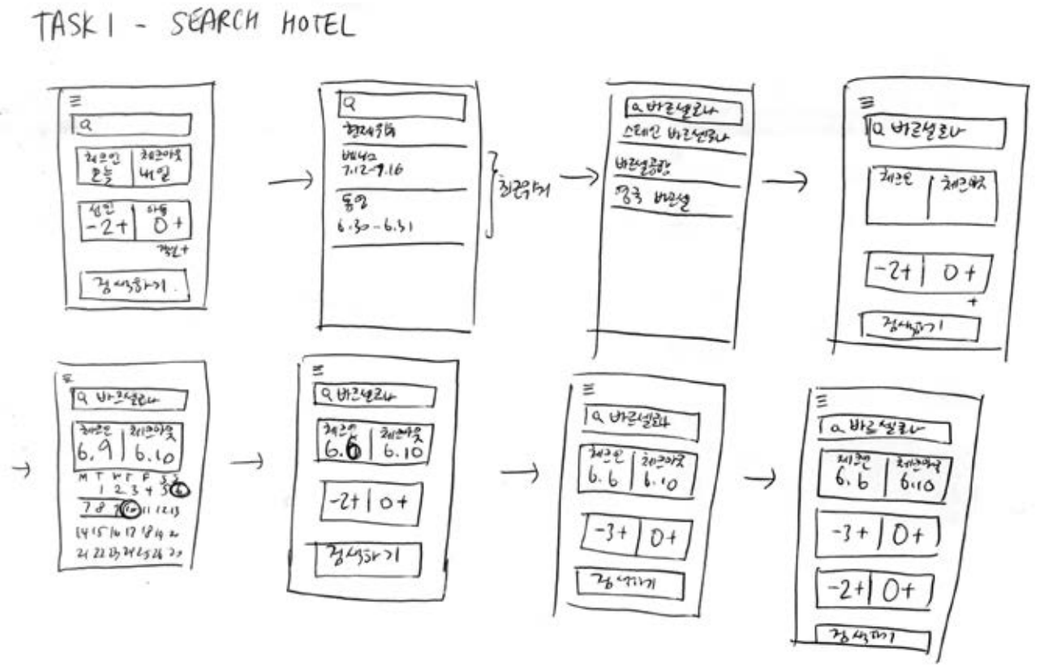
Our GUI theme was “sunset.” We wanted to create a dark, but cozy and warm feeling, using a combination of blurred images and flat icons.

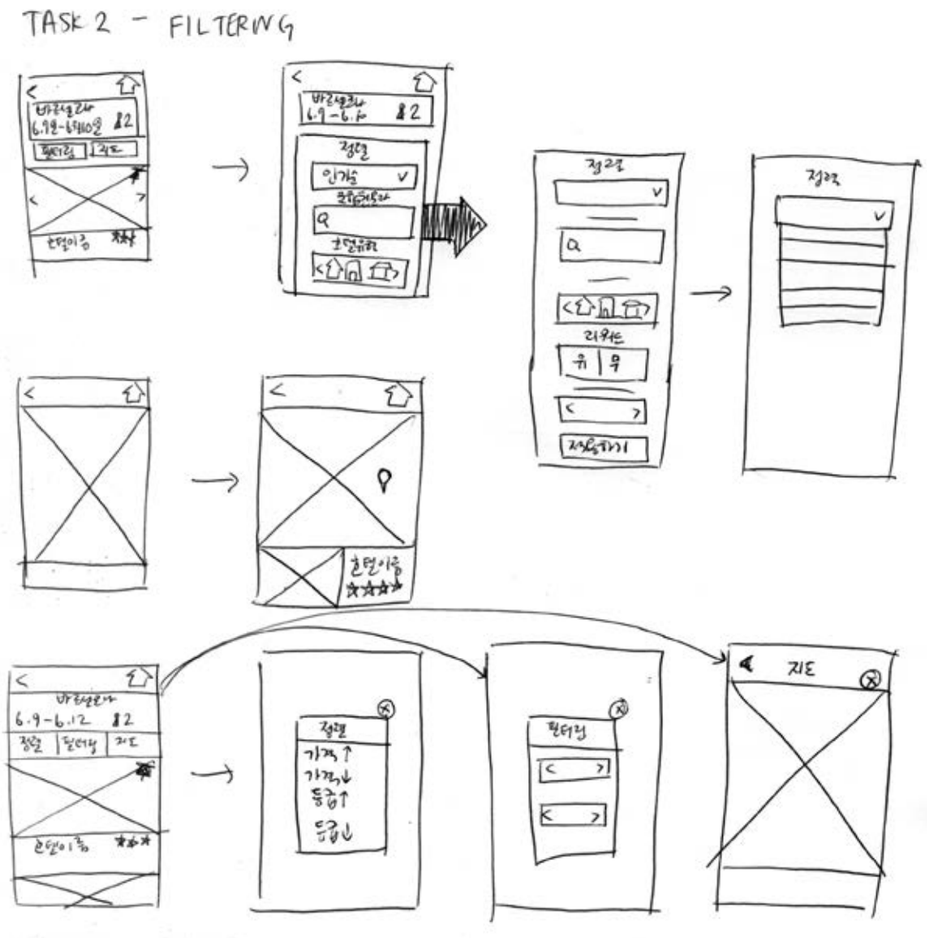


INITIAL WIREFRAMES

Sketching quickly to get some visuals to communicate with my group.

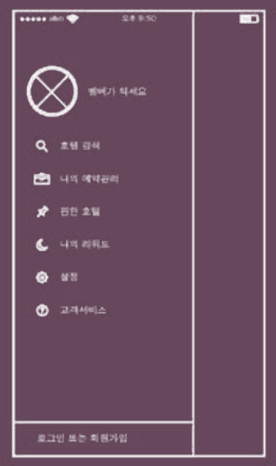


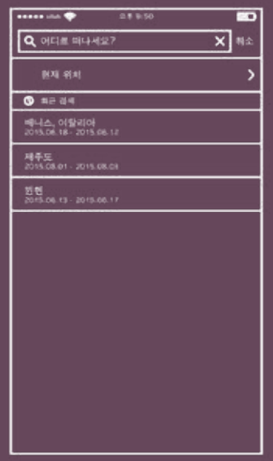


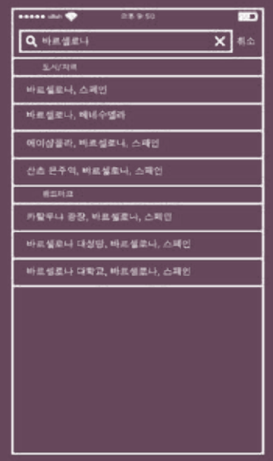


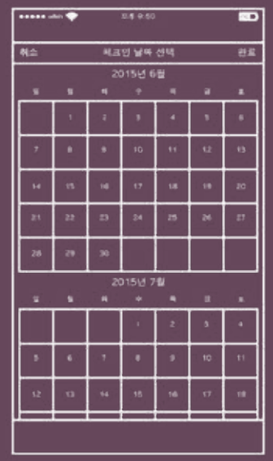
FINAL WIREFRAMES

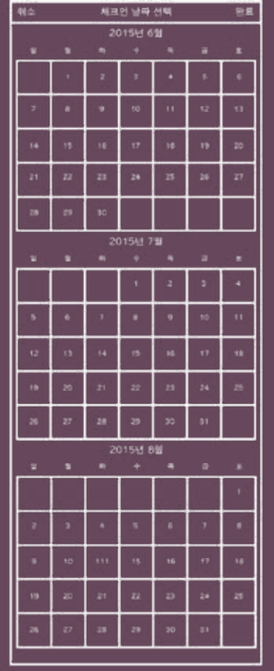
Finalized the layout design and created a high fidelity wireframes.

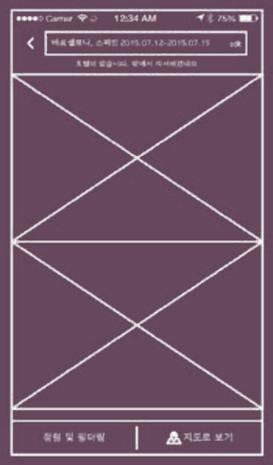


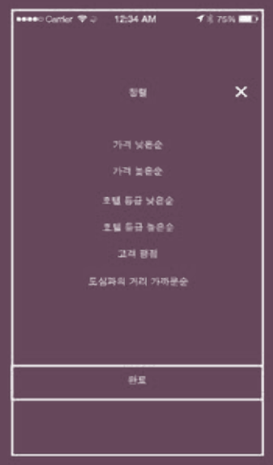


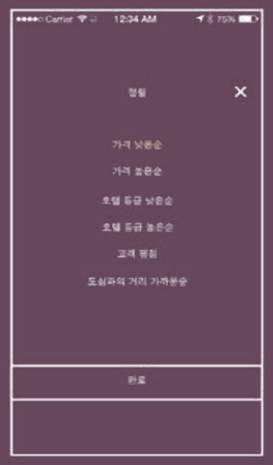


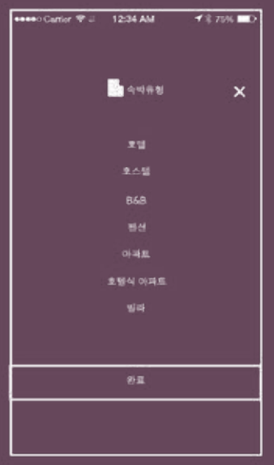


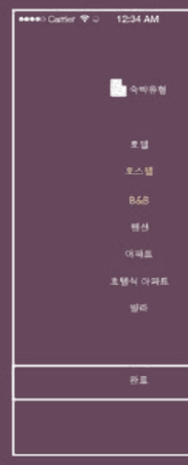


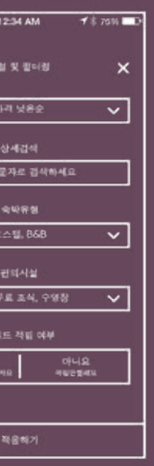


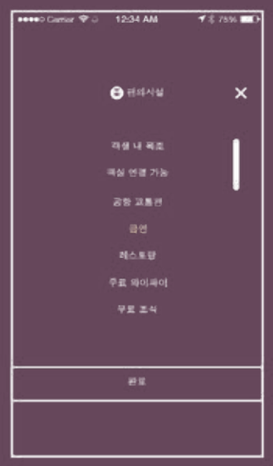


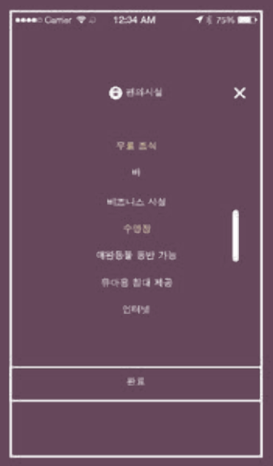


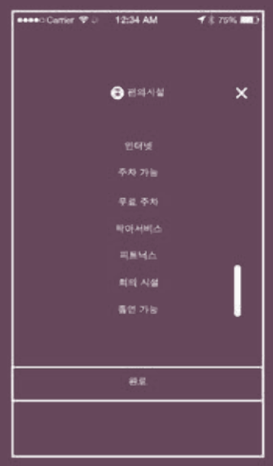






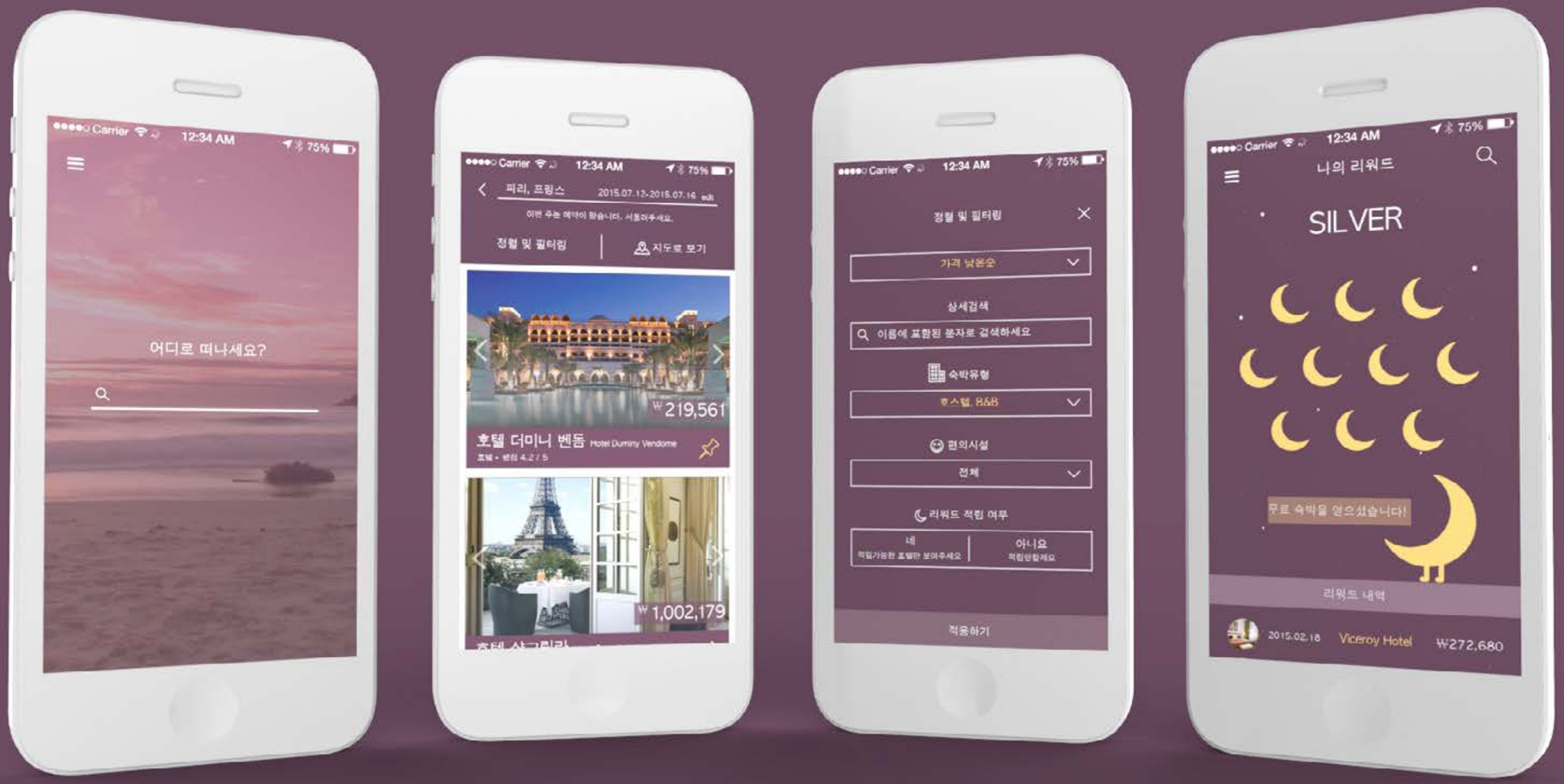






NEW HOTELS.COM

The new app with the theme of “sunset” has less information in one page, so that the users will not be overwhelmed by all the information given at once. Also, there is interactive visuals that will enhance the user experience.



MAIN PAGE

Just one main function on the main page : Where are you going?

LIST OF SEARCHED HOTELS

The big pictures allow the users to quickly go through the list and select their options.

FILTERING/ARRANGING SEARCHED HOTELS

Information is divided nicely and is more understandable with the icons.

YOUR REWARDS

The number of moon users have accumulated is visualized with the moon in the sky. The moon gets filled up.

FEW SKETCHES & ILLUSTRATIONS!

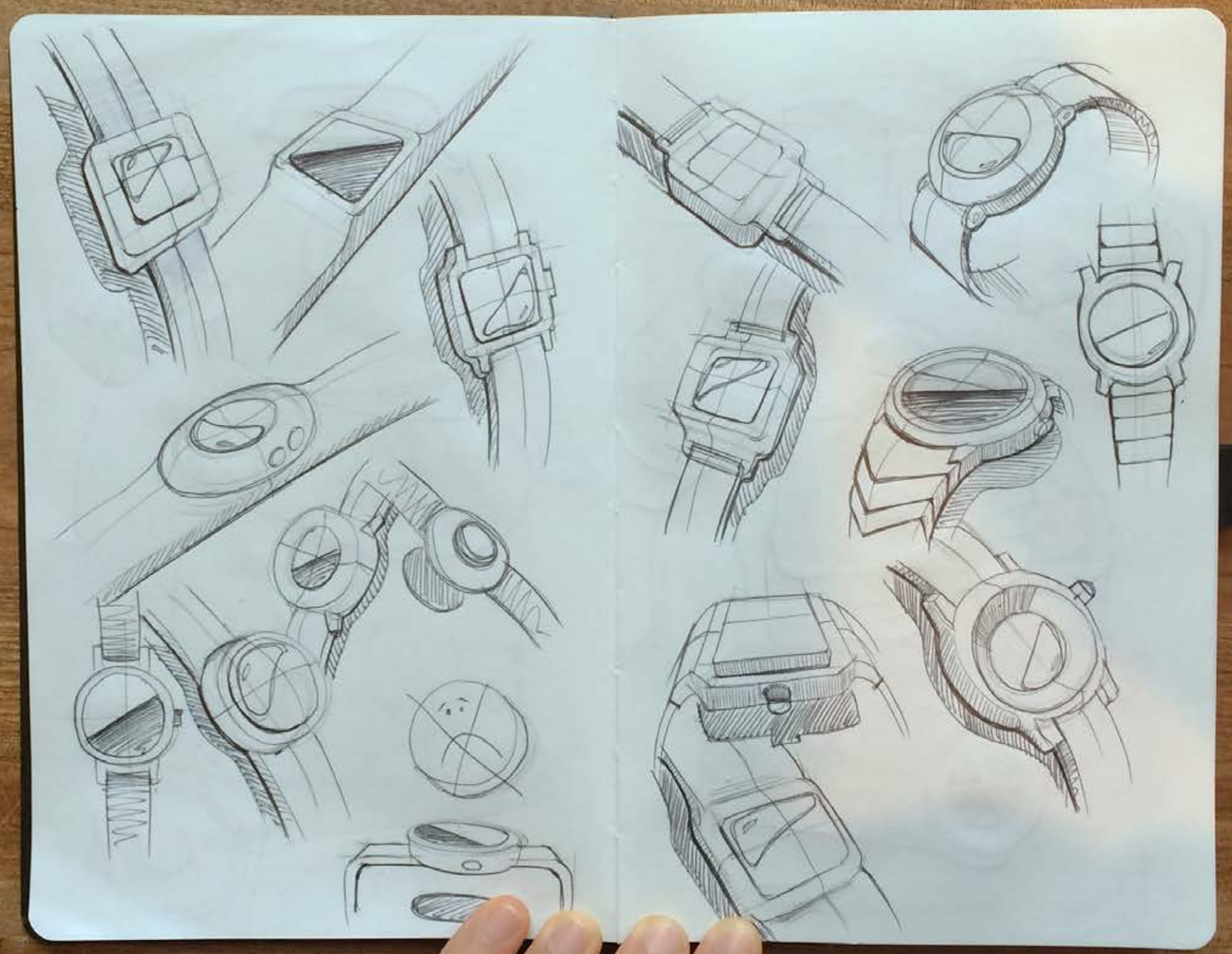
BEHIND THE CURTAIN

SKETCHBOOK (ft. The hand)

Trying to get better.

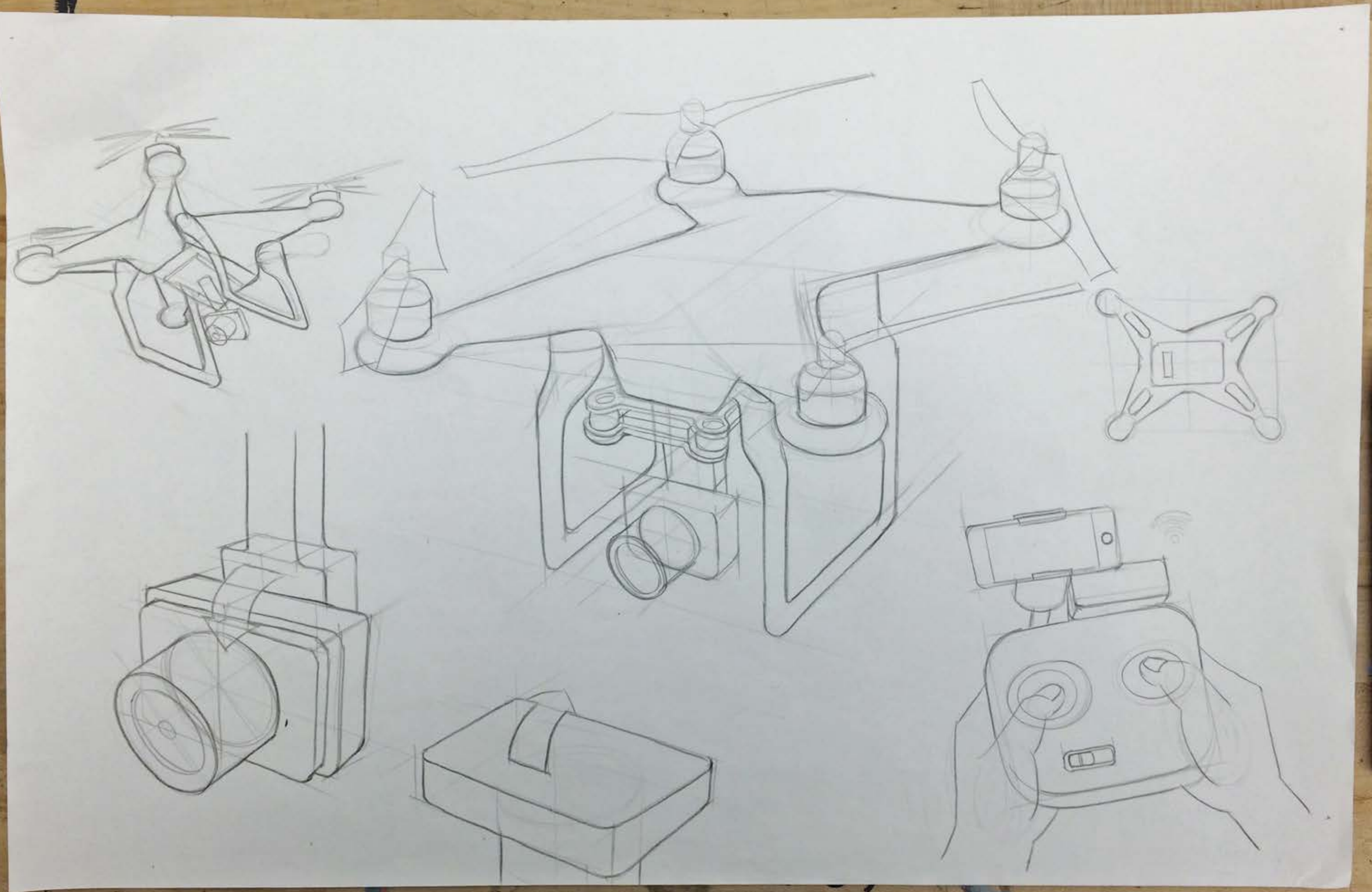
SKETCHBOOK (ft. The hand)

Practice makes perfect, they say, but wait, what is the definition of perfect?

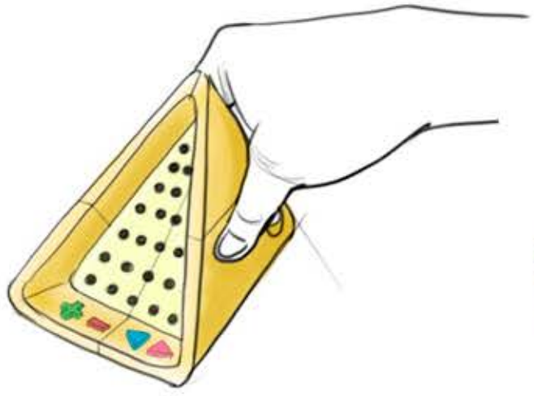


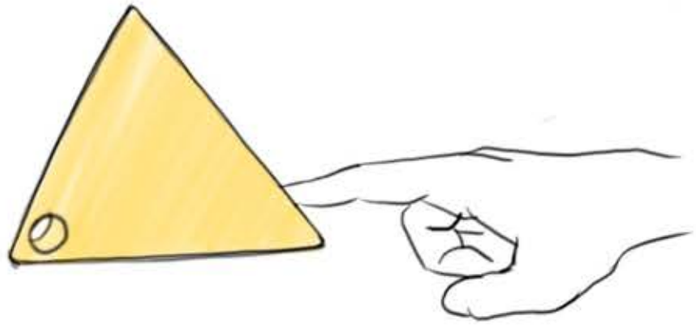
FREE HAND SKETCHING

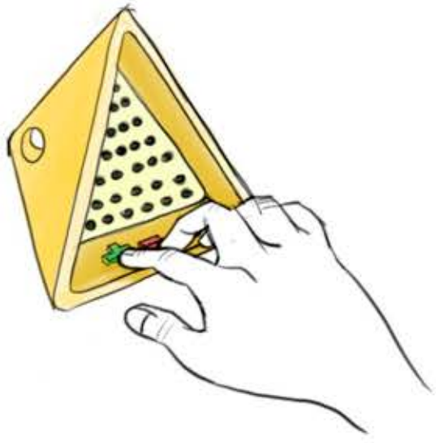
Quick sketches of Phantom Vision 2 Plus for practice!



DIGITAL SKETCHING



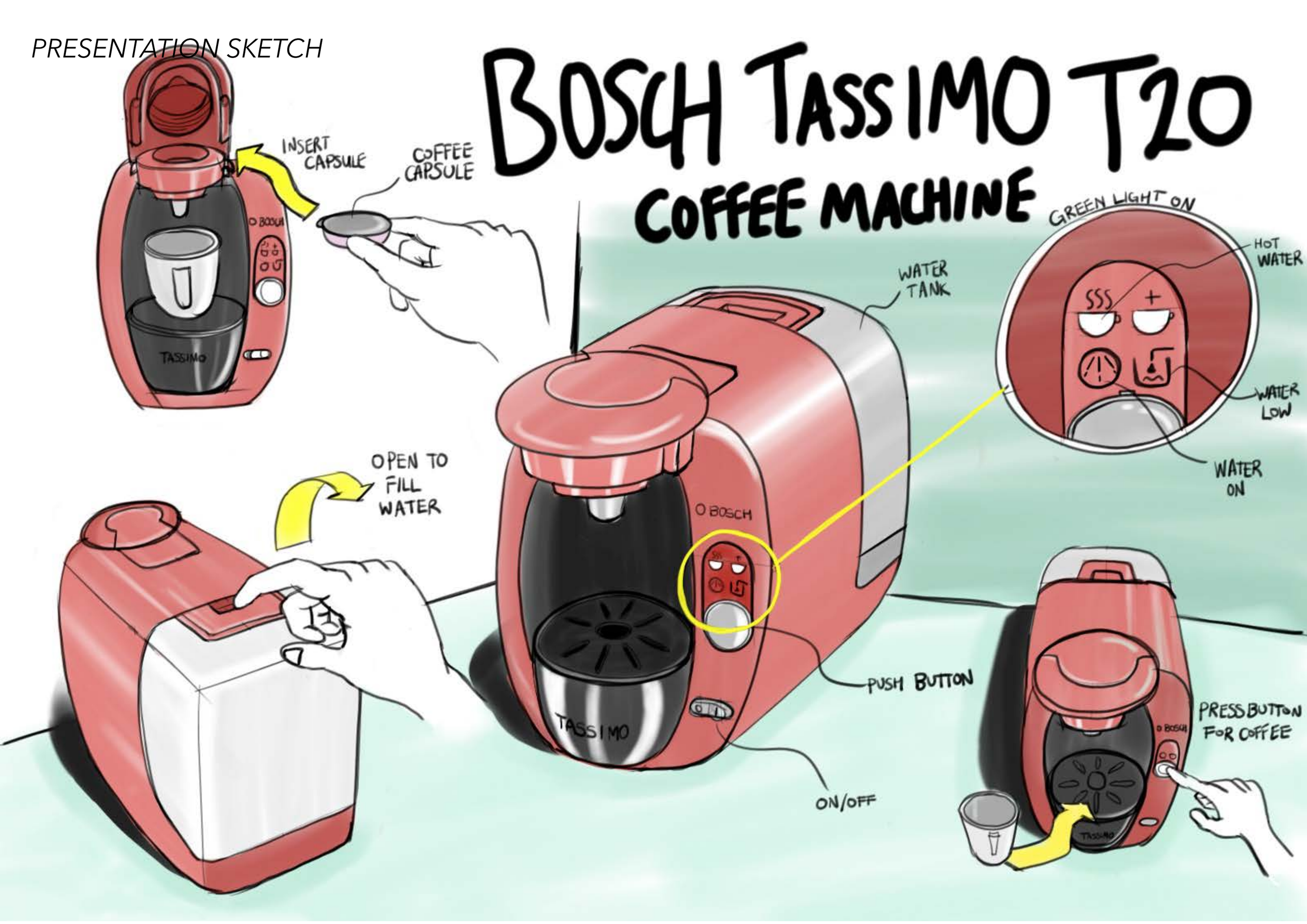




PRESENTATION SKETCH

BOSCH TASSIMO T20

COFFEE MACHINE

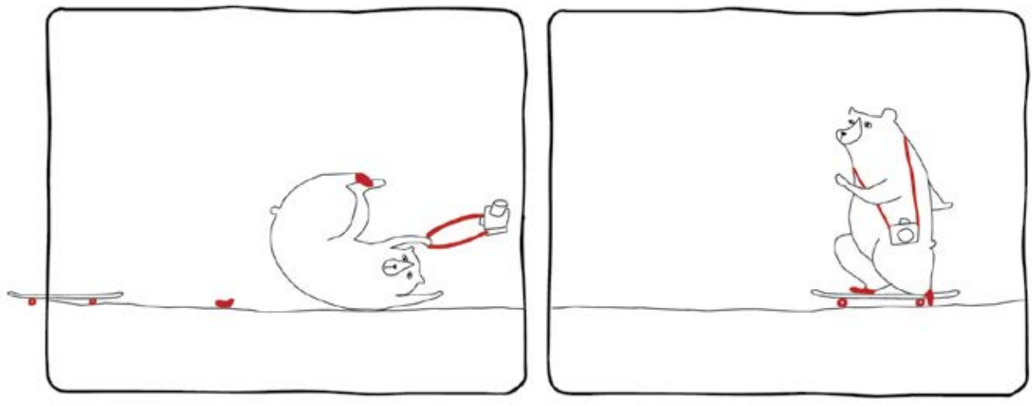


RENDERING

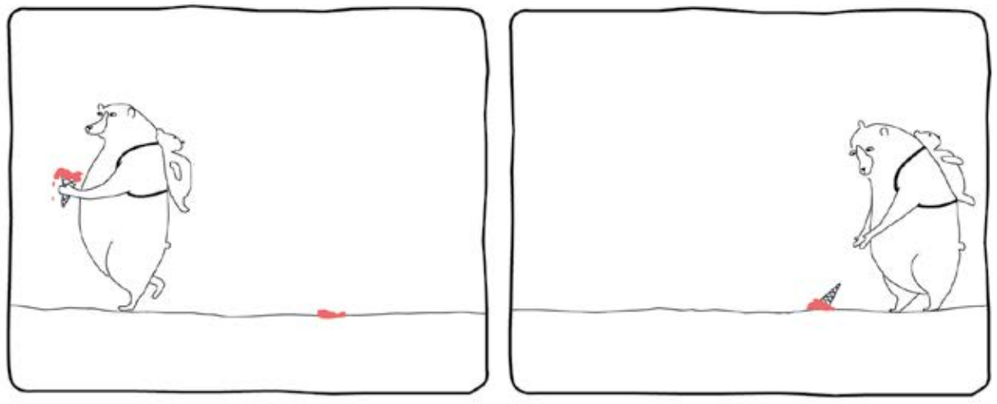
Photoshop rendered a watch!

HOBBY : 2-CUT ILLUSTRATIONS

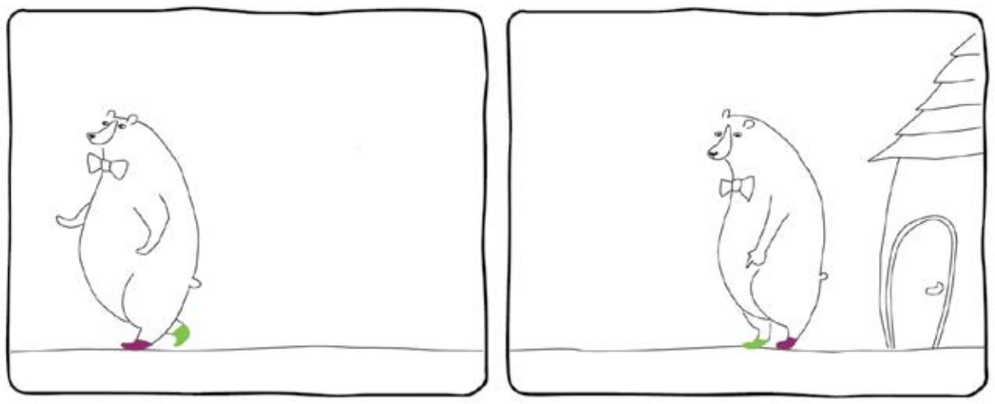
A series of 2-cut stories of a really cool Gom.
PLEASE READ FROM RIGHT TO LEFT, like Japanese mangas!



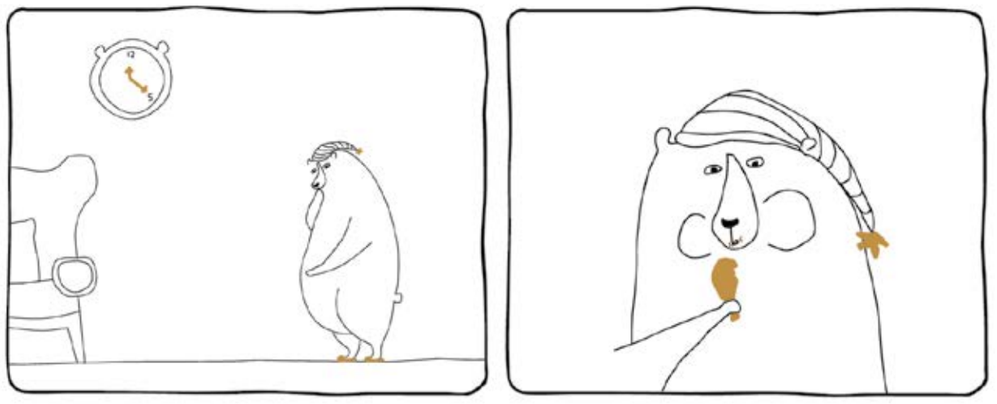
WHATEVER.



WHATEVER.



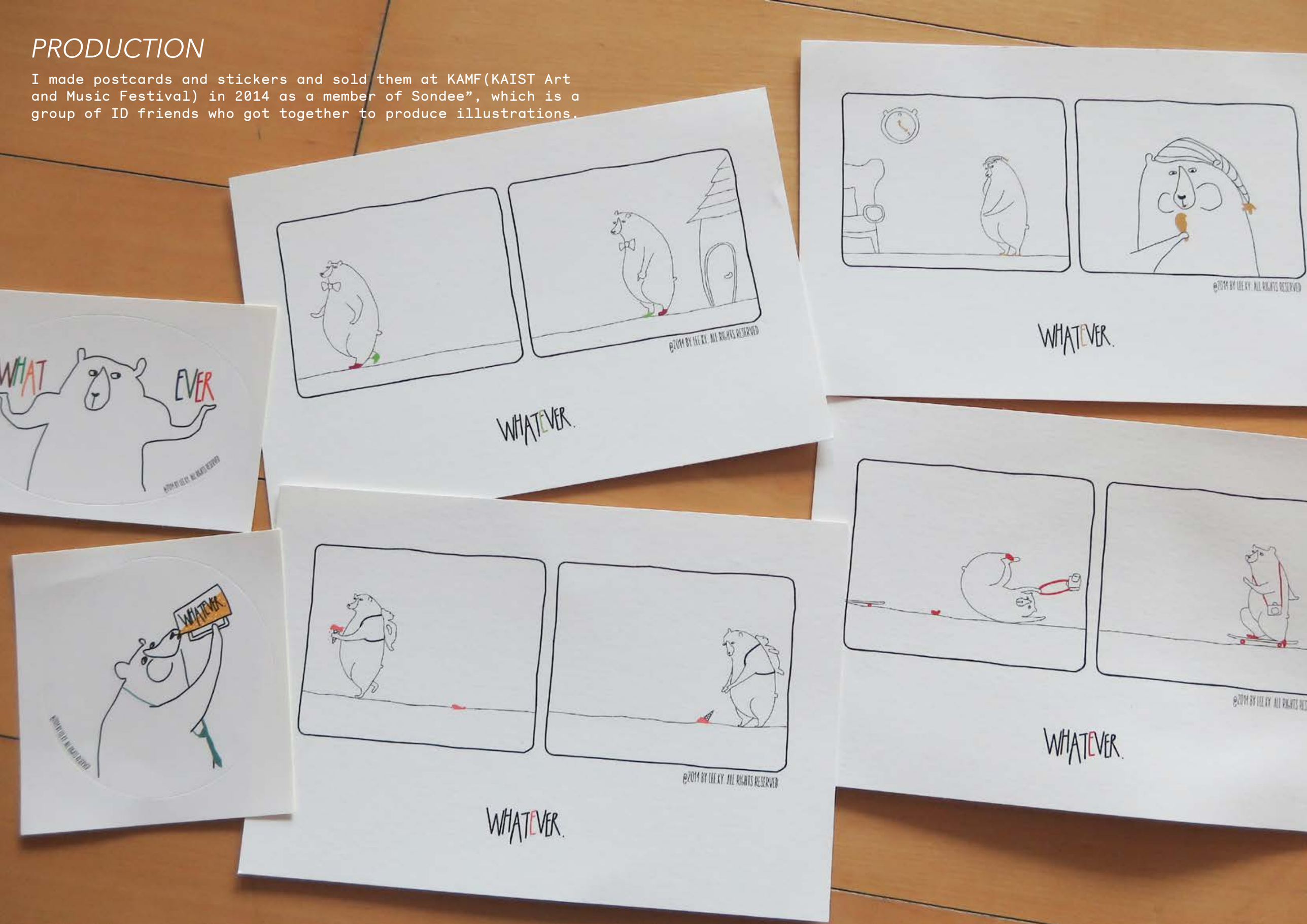
WHATEVER.



WHATEVER.

PRODUCTION

I made postcards and stickers and sold them at KAMF(KAIST Art and Music Festival) in 2014 as a member of Sondee", which is a group of ID friends who got together to produce illustrations.



INTERNSHIP PROJECT

2015 WINTER

(ID, 5 yrs, the dog)
ft.KAIST cherry blossoms

ID+IM DESIGN LABORATORY

ID+IM Design Lab is run by Professor/Designer Sangmin Bae. It is a highly active studio, focusing on philanthropic design and design consultancy. During my two-month internship, I was lucky to start a new project for Samsonite from scratch. I participated in idea generation, sketching and 3D modeling.

Samsonite

THE PROJECT HAS NOT BEEN RELEASED YET, SO I AM NOT ABLE TO SHARE ANY WORK DONE DURING MY INTERNSHIP. IF THERE ARE ANY QUESTIONS REGARDING MY EXPERIENCE, PLEASE TALK TO ME!

Thank you

감사합니다 (Gam sa hamnida)

@ 2015