

SYMPOSIUM

Confirmed Speaker



Don Tae Lee

Co-President at Tangerine

Topic: Cognitive Design with Human Desire

Don Tae Lee is a Co-President of Tangerine, a London-based strategic design consultancy which aims to improve customer experience, to raise brand value and to deliver rapid return on investment by using design strategy.

One of the most famous works of Tangerine is the rearranged seating configuration for the British Airways' business class cabin. It has increased the airways' annual profit by \$738 million and won the Interior Design Excellence Awards (IDEA) Grand Prix in 2001. With this success, Tangerine was selected again in 2010, together with For people, to generate, develop and design a new seating and service offer for BA's first class cabin.

Before becoming a Co-President of Tangerine in 2005, Don was appointed as vice president and took over responsibility of the Asian region in 2003. One year later, he established Tangerine's office in Seoul.



As an expert of design strategy and innovation consulting for major global companies such as British Airways, LG, Toyota, P&G, Panasonic and Transport for London, Don was chosen to be a Design Master of Samsung's Engineering & Construction Group from 2006 to 2012 and is now visiting professor at Beijing City University and Associate Professor at Hongik University.

Don graduated from Hongik University, majoring in Industrial Design and received his MA in Design Products from the Royal College of Art.

CU 2013 NETWORKING on 05 September 2013

Would like to meet : Industrial designer professionals and strategic designer professionals

SYMPOSIUM

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Marc Stickdorn

Specialist in Service Design for Tourism

Topic: Service Design for the Travel and Tourism Industry

Marc Stickdorn is an editor and co-author of *This is Service Design Thinking*. Not only introducing beginners and students an inter-disciplinary approach to designing services, his book also provides experienced design professionals with wider knowledge through interesting case studies, service design tools and short articles by various contributors.

He is specialised in service design and strategic marketing management particularly in a tourism context. He co-founded Destinalbe, a consultancy specialising in service design for tourism, co-researched and co-wrote *Service Design and Tourism* and has also developed service design tools such as Service Fellow (a mobile ethnography application), Smaply (a web-based software to support service innovation processes) and Customer Journey Canvas (a template for service processes).

Since 2008, Marc has been working as a service design and service innovation lecturer at Management Center Innsbruck (MCI) in Austria, a top educational institution in the field of Economic and Social Sciences ranked by CHE University Ranking 2011.

Marc received his MA in Strategic Tourism Management and Marketing from the University of Trier and is now doing his PhD in Information Systems - Innovation and Value Creation at University of Erlangen-Nuremberg, Germany.



CU 2013 NETWORKING on 05 September 2013

Would like to meet : SERVICE design agencies and tourism professionals.

SYMPOSIUM

Confirmed Speaker



Yoon C. Lee

Head of Product Innovation team,
Samsung Electronics America

Topic: “Ying & Yang in Insight to Concept”

Yoon C. Lee is the head of Samsung Electronics America’s Product Innovation Team (PIT), the team behinds the innovative Samsung’s Dual View camera which focuses on lifestyles of young consumers -self-shooting and sharing photos on social media - apart from camera’s image quality and specification.

PIT was established in 2006 in Silicon Valley, followed by other teams in London, Delhi, Beijing and Singapore. The primary mission was to change Samsung’s consumer-facing product development process from engineering driven to consumer driven by using a New Concept Development (NCD) process that all business units could implement and execute when innovating new products and services.

Using consumer insight, market-driven technologies and innovation for commercialisation to develop production and solution concepts is what PIT is focusing today.

Yoon has more than 20 years’ experience in many areas of product design and development , from product strategy, design research, ideation, user experience and concept development to engineering and Product Lifecycle Management (PLM). He began his career designing robots for automotive applications at FANUC Robotics in Michigan, a leading industrial robot manufacturer and was a product development and innovation consultant at major management consulting companies, PRTM (PwC) and Accenture before leading product innovation at Samsung.

Yoon earned his PhD in Mechanical Engineering and Product Design from the University of California, Berkeley.



CU 2013 NETWORKING on 06 September 2013

Would like to meet : innovation professionals; e.g., corporate new product or capability / service offering professionals or someone who has the title of “innovation”