

HEESUNG KOO

SR. UX DESIGNER & UX PROGRAM MANAGER

SUMMARY OF EXPERIENCE

Experienced Program Manager

Getting results with many other Microsoft employees/engineers in the US and international teams such as East Asia and international clients such as Samsung and LG. Collaborating to resolve issues while negotiating to ensure product success in the market. Proven ability to bring together PM, Designers, Researchers, product development teams (Developers, Testers, Ops), business users, and clients together to create compelling software experiences using Agile/Scrum and waterfall software methodologies. Winner of the Microsoft Engineering Excellence award in 2013 as a key member of the CHIP team.

Microsoft Concierge Support Office 365 (June 2016- Current)

Develop, maintain, and manage program requirements, plans, timeline, issues, risks and challenges. Support Managers to drive a program or projects. Work closely with program/process owners, stakeholders, and business partners to identify business change and drive the consensus necessary to adopt a manageable change strategy. Manage programs and projects involving multiple parties/organizations with conflicting agendas and business priorities. Lead cross-organization project teams towards targeted and scheduled outcomes. Engage with program/process owners, stakeholders, and business partners as necessary to communicate project objectives, strategy, tactics, and ongoing progress.

Microsoft C&E Engineering System Team (Oct 2012-Oct 2015)

Part of the team that created a new self-service data platform, codenamed CHIP, from conception through planning and execution. With the goal to have consistent reporting across all online services to drive data driven decision making into the culture and facilitate efficiency in understanding key performance and business metrics. CHIP is now merged with PowerBI and currently used by several multi-discipline teams across the company to track telemetry and service KPIs, release progress and overall business reporting and is the recipient of the 2013 Engineering Excellence Award

- Lead User Experience PM on an AGILE team responsible for development backlog, test cycle and continuous delivery of the CHIP platform as a service.
- Responsible for the end to end user experience for CHIP, own the final designs and contribute User stories to break the work up into iterations.
- Leverage Stakeholder reviews and telemetry data to drive continuous improvements in to the UX of CHIP
- Collaborate with Dev/Test on final implementation and work prioritization to achieve weekly shipping milestones.

Lead UX PM for a new SAS application for to manage and monitor the overall ISO compliance of Microsoft Online Services. Compliance application was built on TFS and

- Created the initial concept design docs and worked with stakeholders to identify requirements and prioritize asks.
- Contribute to the iteration planning cycle to ensure deliverable of a minimum viable product on time.
- Owned the UX feature set working with the product owners to identify needed functionality, prioritize asks, and plan iterations.
- Conducted regular reviews with stakeholder's to gain additional data to continue to iterate and evolve the UX.

15009 NE 173rd St. Woodinville
WA 98072
Cell 206-834-5606
Email: heesung@hotmail.com

SOFTWARE SKILLS

Adobe Creative CS5/6

- Photoshop
- Illustrator
- In Design
- Premiere
- After Effect
- Acrobat

Microsoft Office

- Word
- PowerPoint
- Excel
- Visio
- OneNote

Visual Studio

TFS

Microsoft ECO Detego Team (June 2012 Short term one-month project)

- Work with PM, Dev, and Business leads to explore UX concepts for Business Executive user's smart scorecard application.

Microsoft Windows Phone Team (May 2010-June 2011)

- Researched Korean history, Korean font designs, Cultural difference of the cognitive and behavior, and Korean current trends in mobile phone business
- Explored UX Design Development and helped to develop Korean UX Visual design for Windows Phone 7 Korean IME and UI design with KOR IME Engineering team in Korea and Redmond Global and East Asia UX designers, PMs, researchers, and Engineering teams
- Helped to develop the selection model of copy and paste for Korean language model in Internet Explorer Browser
- Ran Korean Windows Phone7 Usability tests with UX researcher for a month
- Applied for a patent involving the development and design of a new method of prediction modeling for IME

Microsoft PC3 Team User experience designer (April 2008-June 2009):

- Researched, Designed, and explored Design Development
- User Interface Design- Location and other sensors and
- IE8 Location
- Product Development- Sensor Windows 7 and Home Automation
- Research - Light Aware User Interface Design, Sensor
- White Paper- Sideshow Game, TV, and Windows Mobile

Product designer (Jan 2001-June 2003): Windows Team

- Coordinated and developed Windows XP tour
- New Windows Operating System Development
- Longhorn features (Vista): Coordinate design initiatives to address global and feature-specific design issues. Deliver UI schematics, high-level thinking, screenshots, prototypes, and design spec to the feature team. Work with Program Managers, User Researchers, Developers, and Writers to design and implement the final feature. Participate and present at design reviews with other designers

PUBLICATIONS AND AWARDS

- Contributor to Envisioning the Future Art Exhibition in **Siggraph Awards: 1999**
- Published multimedia project grand prize winner for Grundig in Berlin newspaper Summer 1998
- **Artbyte magazine:** It published Grundig project "Multimedia Flat Screen TV" Summer 1999
- **Computer Graphics:** Volume 33 Number 4, November 1999
- **Excellent in the Arts Award,** The Ohio State University, Spring 1998
- **Grand prize winner** of Multimedia Flat Screen-Web TV project for Grundig Company (March 1998)

15009 NE 173rd St. Woodinville

WA 98072

Cell 206-834-5606

Email: heesung@hotmail.com

Portfolio website:

<http://hskoo15.jctsolution.com/>

LANGUAGE SKILLS

- English
- German
- Korean

PERSONAL STRENGTH

- Adaptable and Realistic
- Understands underlying principles
- Prefers a "Hands-on" approach to problem solving
- Sets high standards for herself and others
- Maintains established rules
- and procedures
- A strong sense of duty
- and Responsibility
- Pays great attention to detail
- Keen observer

EDUCATION

USA

- **The Ohio State University**, Columbus, Ohio **Master of Fine Art in design (MFA)**, August 2000. **User Interface Design-User center design research and information architecture**
- **The Ohio State University**, Columbus, Ohio **Bachelor of Science in design**, June 1998
Major emphasis- Industrial Design, Minor emphasis- Interior space design
- Recipient, Sara Jane Memorial Scholarship in Industrial design (1997-1998)
- Honor Student, Ohio State University (1996-1998)

South Korea

- **The Hankuk University of Foreign Studies**, Seoul, Korea **Bachelor of Art in German**, February 1991, in Seoul South Korea
Major emphasis- German
Minor emphasis- International Communication and Journalism
- Student Scholarship, Hankuk University of Foreign Studies (1989-1991), in Seoul South Korea

OTHER DESIGN EXPERIENCES

The Ohio State University: Graduate Associate (Summer 1999- Spring 2000)

Designed several different multimedia projects such as CD-ROM and Web design for College of Art and Advanced Computing Center for the Arts and Design

Grundig, Germany

Industrial and interaction designer (June-September 1998)

Project: Multimedia Flat Screen Web TV

Researched and designed for Multimedia Web TV, Hardware, and Interface design
Worked with Researchers, and engineers to design and develop the project.
Participated and presented at design reviews with other designers.

Fitch company, Columbus, Ohio

Interior design intern (June-August 1996)

Assisted with modeling, research, design, and drafting

Jinro architect Firm, Seoul, Korea:

Assistant interior designer (March-June 1994)

Participated in design of model home for urban apartment complex

Draft drawing, Concept sketches, and Color Coordination

Cho Soyoung, designer, Seoul, Korea

Freelance designer (July-September 1994)

Partnered with freelance interior designer in design of photography studio

Draft drawing, Concept sketches, and Color Coordination

15009 NE 173rd St. Woodinville

WA 98072

Cell 206-834-5606

Email: heesung@hotmail.com

Portfolio website:

<http://hskoo15.jctsolution.com/>

PERSONAL STRENGTH

- Adaptable and Realistic
- Understands underlying principles
- Prefers a “Hands-on” approach to problem solving
- Sets high standards for herself and others
- Maintains established rules and procedures
- A strong sense of duty and Responsibility
- Pays great attention to detail
- Keen observer