PAN, Younghwan(潘荣焕), ph.D.

105-1002, Solsam-ro 25Gil 28, Seongbuk-gu, Seoul, South ,
Korea

Phone: +822 910 4769

Mobile: +8210 3305 1011, +86 186 1626 9716

Email: peterpan@kookmin.ac.kr

Prof, Dr, PAN is charge of interaction design lab in Kookmin University and president of SDC (Korea Service Design Council) in Korea. He has a lot of activities UX Design and Service Design industries. He published more than 150 journal papers and proceeding papers and got more than 30 patents in this area. He also worked with many companies (Samsung Electronics, LG, KT, SKT, Midea, etc and many start -up companies etc) and government organizations in this area. He stayed 1 year in Tsinghua University as a visiting professor. He is setting UX team in Pantech, mobile phone manufacturer and Samsung Electronics. He is a UX guru, in academy side and industry side.

▫ Careers

- **[2006.9 ~ present]** Lead Professor, Interaction Design, Graduate School of Techno Design, Kookmin University
- **[2013.1 ~ present]** President, User Experience Professional Association in Korea
- **[2013.3 ~ 2014.2]** Visiting Professor, Department of Information and Art Design, Tsinghua University
- **[2005.7 ~ 2006.8]** Director of User Interface Team in Pantech Inc. Lead User Interface of Mobile Phone
- **[1999.8 ~ 2005.7]** Senior Researcher in Samsung Electronics Inc.

    : User Experience of Digital Television (5 years)

    : Usability Evaluation Task Force (1 year)

◻ Education

- KAIST Industrial Engineering (Human Factors/HCI) Ph.D., 1999

- KAIST Industrial Engineering (Human Factors) Master, 1993

- KAIST Major Electrical Engineering, Bachelor, 1991

       Minor Management Science

◻ Awards

Korea ICT Innovation Awards 2016, Prime Minister Citation

◻ Projects (2013 ~)

2017

- Autonomous- driving Home Appliance Robot Design & Scenario, LG

2016

- Family Hub Speech Recognition Interaction Model & UX Concept, Samsung

- Interaction Concept Design for Future Car of Geely Auto, Geely Auto, cowork
  with Guangzhou Art School.

- UX Platform for Manufacturing Industries, KIAT

2015

- Planning usability evaluation guide and standardization verification in China at 'User Experience
  Evaluation Process Support Platform for Manufacturing Enterprise: Development of Product
  Lifecycle coupled with User Experiences Service Platform', Ministry of Trade Industry and Energy
  Korea (~ 2018. 12)

- UX Improvement of KT CLIP Mobile App , KT

- Udrive for Chinese Luxury Car Service, Dihong

- Research on User Experience of Seoul Smart Mobility, Seoul Design Foundation

- Process Design for Product Design Combined UX Process, 50 Percentage Design

- Qualitative Research of Service Design for Health Care of Chronic Patient, Korea Health Insurance

- Strategy and Business Modeling of Next Generation Smart Appliance, Midea

2014
- Development of Smart Gloves for the Deaf, KIAT (~2016.12)
- Project Homegournd (Service Design for Baseball Stadium), SK Planet

2013
- Case Research and Prototype Design for Integration Design Process, KIAT
- UX Design of Hospital Information System, Smart MOB
- Contents and Education for Samsung UX Design, Samsung Electronics
- UX Design for Education Contents and Database, Heayoom Media
- Scenario Design for Mobile Printing Solution, Samsung Electronics
- Tour Service Design for Nanjing City, Nanjing
- User Research for Next VOD Concept, SK Planet & People Inside

▢ Paper (2013 ~)

2017
- On Body Interaction Design of Skin-Based Input with the Thigh(SCOPUS, Korea Society of Design Science)
- Classification of Customer Utility for Voice Interactive Function of AI Personal Assistant Services : Based on KANO Model(KCI, Society of Design Convergence)
- A Study on the Value for Creating Demand for Up-cycling Industries(KCI, Korea Society of Basic Design & Art)
- Design Elements Derivation to Provide User Value on the Heart Rate Sensor Wearable Device : based on health information application(KCI, Korea Society of Basic Design & Art)

2016
- A Total Design Process Usiing Design Structure Matrix(KCI, Society of Design Convergence)
- Study on the development and changes of smart-phione application market(KCI, Korea Society of Basic Design & Art)
- A Study on Service Design of Public transportation for Transportation Vulnerable : Focused on

elderly and Foreigner(KCI, Society of Design Convergence)

- A Case Study of User Experience Scenario Design by Future-forecast for Creating New Business & New Product(KCI, Journal of Integrated Design Research)

- Disaster Prevention Service Design Framework(KCI, The Journal of the Korea Contents Association)

- A Taxonomy of Uninterpretable Interactions from Interaction Design Perspective(KCI, Ergonomics society of Korea)

- Elements and Structure of the Smart Lighting Design in the Office(KCI, Ergonomics society of Korea)

2015

- A Study on the Service Design Process for Creating the Seeds of the Business : based on the Lean Startup Methodology(KCI, Korea Society of Digital Design)

- Information as causality: An approach to a general theory of information (SCI, Journal of Information Science)

- A study on the direction of the interaction of furniture(KCI, Society of Design Convergence)

- A Structure and Framework for Sign Language Interaction(KCI, Ergonomics society of Korea)

- A Study of Smart Features and Service Channels for Delivering Sustainable Smartness(KCI, Journal of Integrated Design Research)

- The Characteristics of User Experience in Cultural Places with Informal Architecture Elements
 : Focused on Dongdaemun Design Plaza(KCI, Korea Society of Digital Design)

- A Study on Optimal Interface of Mobile contents : Focusing on Card-type UI of SNS(KCI, Korea Society of Digital Design)

- A Design Direction Proposal for Public Information Sign in Tourist Destinations : Focus on Bukchon Traditional Residential areas(KCI, Korea Society of Digital Design)

- A Study on Gesture Interaction for Selfie Camera Service : Through Comparative Analysis of Acts Gesture and Symbol Gesture(KCI, Korea Society of Digital Design)

- A Study on Dietary Habit Improvement Service of Middle, Aged Patient with Chronic Disease
 : Focused on Patients with Hypertension and Diabetes (KCI, Ergonomics society of Korea)

- A Taxonomy of Communication for Designing Communication Services(KCI, Ergonomics society of Korea)

- A Study on the relationship between cognitive level and size according to the importance of vehicle

Head-Up Display channeled information(KCI, Journal of Korea Design Knowledge)

- System Journey Map Based on Touch Point(KCI, Society of Design Convergence)

- A Study on the Customized Measures for Revitalization of Traditional Markets - Focusing on the methodology of service design(KCI, Korea Society of Digital Design)

2014

- Spatio-Temporal centered City Experience Contents Framework(KCI, Korea Society of Basic Design & Art)

- Idea Workshop Method for Sensor-Centered Concept Design(KCI, Korea Society for Emotion and Sensibility)

- Sensors Centered Design Approach for Service Innovation(KCI, Society of Design Convergence)

- A Study on Identification of Interaction Factors in Mobile Commerce(KCI, Korea Society of Digital Design)

- A Study on Gestural Input Interaction on Wrist Wearable Devices(KCI, Korea Society of Digital Design)

- A Study Interaction Factors and Characteristics according to the Type of Commerce(KCI, Korea Society of Digital Design)

- Customer Journey Map based on Sensors for Service Design(KCI, Korea Society of Design Science)

- A Study on Analytical Comparison between Payment Processes by Different Mobile Payment Types : Focus on Types of Mobile Payment Schemes Used in Korea(KCI, Korea Digital Design Society)

2013

- The Scenario Development of User Experience to Expand Seniors Social Communication using the Service Design(KCI, Korea Digital Architecture and Interior)

- Video observation method of multiple viewpoints for service design(KCI, Korea Society of Design Science)