

Daniel Cheon

Service Design B.F.A.

Education

B.F.A. Service Design **Savannah College of Art & Design (SCAD)**

March 2018

Savannah, GA; Lacoste, Provence-Alpes-Côte d'Azur, France

Experience

Service Designer **SCAD Collaborative Learning Center** **Partnership with Lowe's Customer Experience**

Mar. 2017 - May. 2017 / Savannah, GA

Collaboration with Lowe's Customer Experience Design to research and develop concepts creating DIY-skill learning events for customers. Conducted primary research with new target customers, developed event blueprints and prototype service scripts.

Senior Staff **SCAD District**

Sep. 2014 - May. 2015; Feb. 2017 ~ Present / Savannah, GA

Contributed as photographer and videographer-editor. Currently serving as senior staff by observing operations to innovate content quality and expand readership.

Achievements

Finalist **2015 Ocean Exchange Big Pitch Competition**

Oct. 2015 / Savannah, GA

Piece Exhibition and Sale **2014 SCAD Annual Small Works Exhibition**

Nov. 2014 / Savannah, GA

Exhibited and sold photographic piece titled "Umbrellas of Antalya" in the annual juried exhibition.

Biomimicry for Design

Certified in Biomimicry Basics by Biomimicry 3.8

Contact

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Skills

Languages

- English
- Standard Korean
- Conversational Mandarin Chinese

Design Practice

- Service blueprinting
- Experience mapping
- Service system mapping
- Service concept and offering development

User Centric Research

- Market research
- Participant-observer study
- Contextual inquiry
- Co-design and workshop facilitation
- In-depth interview
- Insight extrapolation

Prototyping

- Photo and video sketching
- Service theater testing
- Wireframing

Software Fluency

- Photoshop and Lightroom
- Illustrator
- Premier Pro
- After Effects
- Final Cut
- Sketch
- Principle