

Hyeryoung Kim

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EDUCATION

Master of Design in Integrative Design University of Michigan,	2017 - Present
Master of Business Administration (MBA) Strathclyde Business School, University of Strathclyde, Glasgow, UK	1999 - 2000
Bachelor of Science, Nursing Yonsei University, Seoul, South Korea	1990 - 1993

INTEGRATIVE DESIGN PROJECTS 2017 - Present

Self-Reflection Tool for Patients with Diabetes, Metabolism, Endocrinology & Diabetes of Michigan Medicine

- Developing self-reflection tools for patients with Type 2 Diabetes to support and increase motivation to engage in diabetes self-management by formulating a meaningful association between patients and the designed intervention

Appropriate Testing, Pathology Department of Michigan Medicine

- Conducted design research to investigate providers' ordering test behavior and influencing factors of inappropriate testing and proposed recommendations for cultivating collaborative culture

Patient Education, Michigan Opioid Prescribing Engagement Network

- Conducted design research and a workshop to examine the existing patient education process for each stage of patients' surgical journey on opioid use and pain management, and provided insights into considering a broader context of patients' lives

Improving the Hallway Bed Experience, Emergency Department of Michigan Medicine

- Conducted design research to investigate the current practice of treating patients in Emergency Department hallway bed and developed recommendations for patients and staff members

PROFESSIONAL EXPERIENCE

Senior Manager, Commerce Business Department, SK Planet*, South Korea 2008 – 2016

** a subsidiary of SK Telecom, the South Korea's largest wireless telecommunication firm*

- Chaired a cross-functional Task Force group under the company's executive leadership to develop a corporate strategy on social media and suggested new business and customer service models that are currently in implementation.
- Formulated and implemented the company's brand strategies that directed all marketing activities of its core brands.
- Worked with business partners and franchises and led cross-departmental working group meeting on marketing strategies.

Manager, Marketing Department, SK Energy*, South Korea

2001 – 2008

** The South Korea's largest and Asia's fourth largest oil refiner*

- Explored new business ideas, as part of an ad-hoc business development team, with aims to diversify the company's business portfolios beyond energy and to cope with volatility in oil price and political situations of oil producers.
- Established SK Energy's new corporate brand strategy and launched new corporate identity.
- Developed and implemented a marketing strategy that engaged housewife consumers in brand advertisement via word of mouth and brainstorming of marketing ideas, which led to an increase in brand preference among female consumers and brand equity.
- Implemented emotional marketing for the first time in company's history, targeting 20 – 30 years-old customers to SK Energy's gas stations. This led to increased customer share in this age group and enhanced marketing efficiency by collaborating with cultural content providers.

Copywriter, Oricom*, Seoul, South Korea

1995 – 1998

** South Korea's first full-service advertising agency*

- Developed advertising campaigns for diverse consumer products and services (including alcohol beverage, cosmetics, fashion retails, etc.) and learned to read customer preferences of different generations from the young to the old.

CSR and Community Engagement

SK Group's Social Progress Credit (SPC)* Supporter, Seoul, South Korea

2016

** SPC is a SK Group's corporate responsibility program with an aim to measure and financially compensate the social value of chosen social entrepreneurship projects*

- Helped Oyori Asia to receive about \$100,000 for its positive impact on employment and education, and additional recognition in 2016 for its use of organic ingredients as a case of positive environmental impact

Marketing Strategy Consulting to the Big Issue Korea(BIK), Seoul, South Korea

2016

- Consulted the strategies for building core competencies, brand building and stakeholder partnership.
- Establish 'Humanization' as the brand essence and 'Authenticity, Joy, Collaboration' as its core brand identity

Volunteer, Jesuit Volunteer Community, Manchester, UK

2000 – 2001

- Dedicated one year as a volunteer for the Glasgow City Mission after the MBA, assisting its fundraising and working with the homeless, drug addicts and other marginalized groups.

AWARD/CERTIFICATE

Professional Development DEI (Diversity, Equity and Inclusion) Certificate, Rackham Graduate School

2018 - 2019

- Completed a year-long training program on DEI engagement, leadership and scholarship.

Rackham Merit Fellowship, University of Michigan

2017-2019

1st Prize in Women In Innovation Junior Award, Women In Innovation (WIN)*, Seoul, South Korea

2013

** Registered with the Ministry of Gender Equality and Family Affairs, WIN is an association of 120 women in executive and managerial positions of 80 companies with an aim to empower women in the business world,*

- Recognized for being proactive in experience sharing and encouraging other members to engage in public-private partnership activities.