



Today's Young Designers of Samsung

WHAT IT MEANS
TO BE A DESIGNER





Here are some young designers who dared to pioneer their own paths instead of defaulting to known answers. Being the most honest and raw version of oneself. That is the attitude these young designers have toward life and work in this present world. Their unique experiences established new perspectives that cannot be defined by the word 'Design' alone.

A great potential to create designs with new meaning and value lies within the daily lives and works of these Samsung Electronics designers.



Mobile Communications Business,
UX Design

A Designer and Lover of Electronics, Haekang Jeong

“ Hello. My name is Haekang Jeong. I’m a seasoned veteran in buying and selling secondhand goods, an aficionado for electronics devices, and a UX designer for wearable devices at the Mobile Communications Business. ”

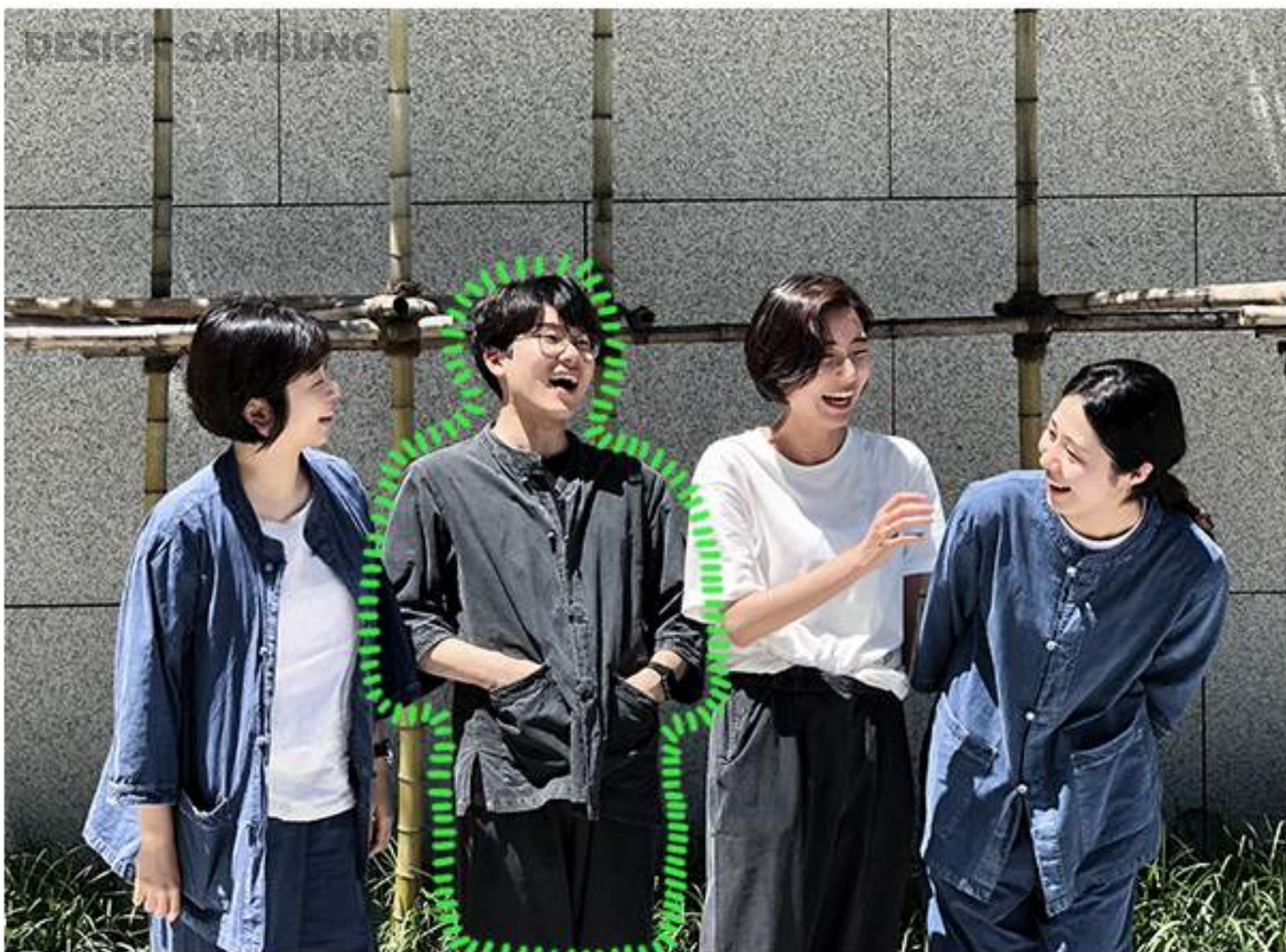


What do you think is the unique appeal of electronic devices?

The appeal is how new technology makes things possible that were previously impossible to do. It also changes the ways of our lives. Back then we needed a desktop PC and a monitor to play games, but now we can enjoy gaming in the palms of our hands. An electronic device can bring something you’d imagine to be possible one day into actual reality. It’s almost like magic.

What are some of your aspirations as an electronics enthusiast?

I want to share my thoughts and experiences by creating contents that are related to IT products. I didn’t want my experiences accumulated from using countless products become limited to myself and eventually forgotten. I think the major appeal of social media is being able to share new information and communicate with others who share your interests to broaden your horizons.



How do your interests and experiences in IT products help you now?

It is always helpful. I regularly look up IT-related news and habitually read countless reviews. Since I’m already aware of various cases and issues, I don’t have to take extra time to understand current trends. Also, I developed three perspectives from buying and selling devices that became especially helpful when designing products; the perspective of a meticulous and picky consumer, the perspective of an actual user who analyzes and reviews a product, and the perspective of a product owner who understands and can advocate the strengths and appeal of a product.

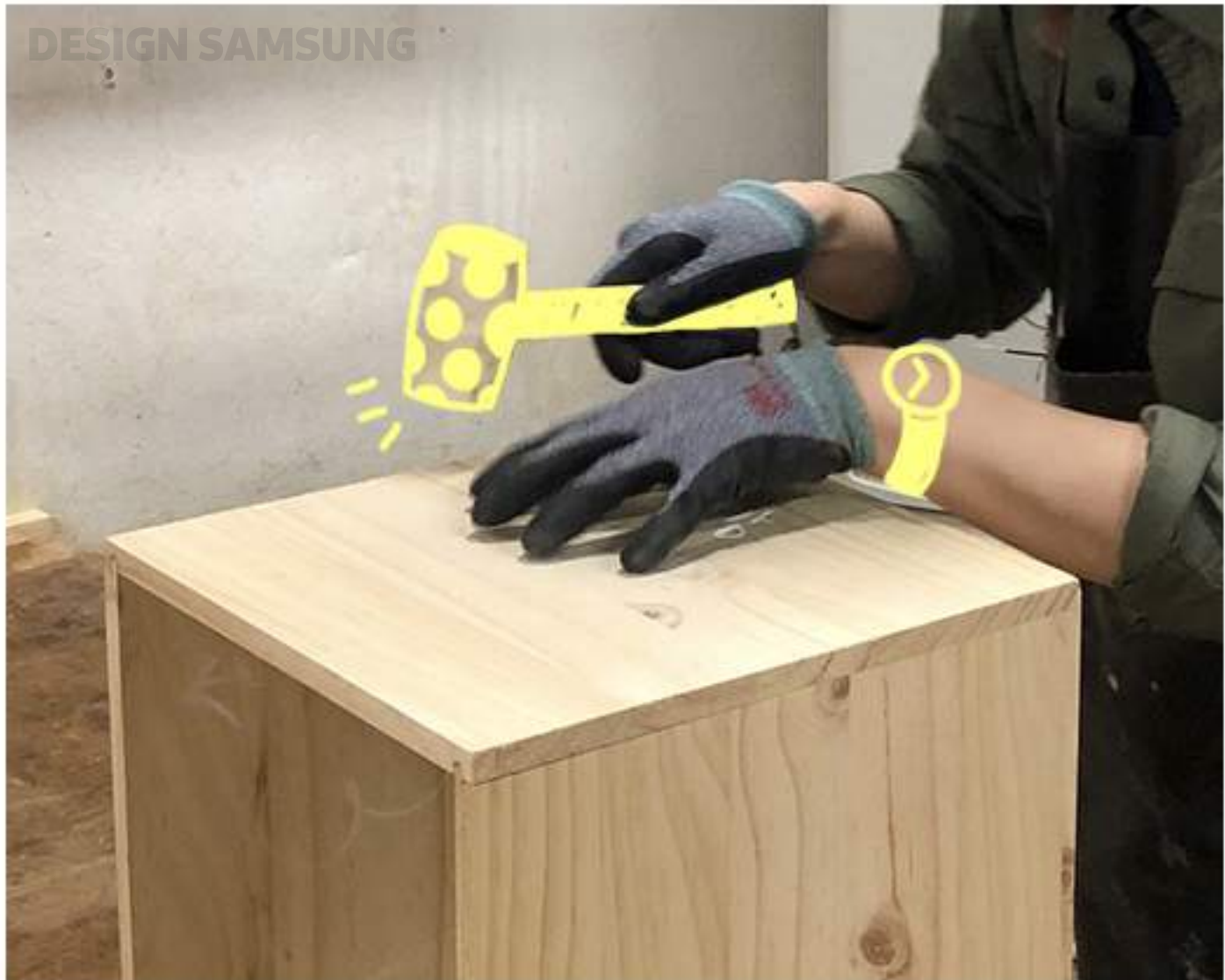
Not only are you a designer, but you also bear the titles of being a master in secondhand deals and an electronics aficionado.

I first delved into the used goods market when I was in junior high to purchase a handheld gaming device. Back then, a new device was nearly \$100, but a used device was being sold for only \$40. I felt like I had just discovered hidden cheat codes to a game. That’s when I started to buy and sell various electronic devices from game consoles, MP3s, PMPs, to PDAs and grew my interest in all sorts of electronics. This eventually led to my current profession.



I can tell how passionate you are about this. I’m curious how this eventually led to your profession.

I used to own a MP3 device that had a GUI that let its users personally design and change on-screen themes. A lot of users actively created their own themes and uploaded them to online communities to share. I felt like I was using a new device by simply changing the theme, and this was a novel experience for me. Until then I was mostly focused on product design and specifications, and this experience taught me about the values that software can provide to users. This kindled my desire to be a creator and eventually led me to aspire to become a designer.



What kind of designer do you want to be in the future?

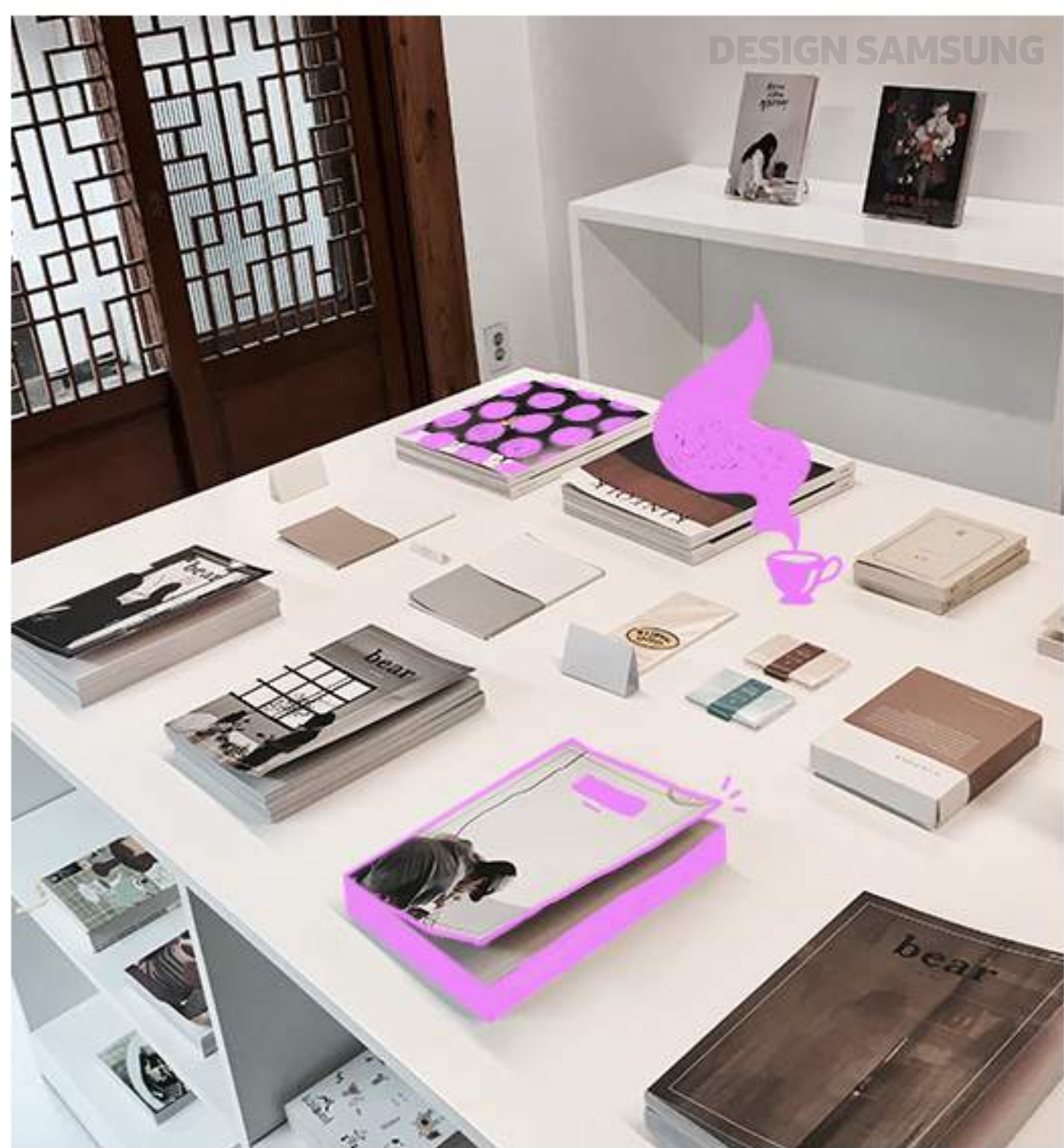
I want to be a designer who challenges the norm. I wish to create significant change that can even replace universal standards. To achieve such a feat, I must always retain a strong sense of curiosity toward the world. These are the characteristics that define the kind of designer I ultimately wish to become.



“ Hi. My name is Jiyoung Jeon, a graphic designer at the Corporate Design Center who is very interested in independent publishing and likes to enjoy simple yet definitive forms of happiness in life. ”

You double-majored in visual design and psychology. That is an interesting combination.

I always enjoyed multitasking. I wanted to study other disciplines than design. Graphic design is used to express complicated brand identities, histories, and functions in the refined language of graphics. Psychology on the other hand teaches us how to communicate and articulate a person's inner thoughts, which can often be unclear, in concrete words and ideas. In that sense, psychology adapts the same approach as graphic design. Every time I first start a design, I tend to contemplate on peoples' lifestyles and ways of thinking before I get to the visual aspects.



How do your personal sensibilities help you as a designer?

To me, distinct values are more important than efficiency or function. Nowadays there are more and more people who pursue their personal stories and values. Some people might consider my sensibilities as nothing more than personal preference, but for me, it serves as an infinite source from which I can draw inspiration as a designer.

Did your thoughts on design change at all after joining Samsung Electronics?

Before I joined this team, my design process was mainly focused on creation. Now, I consider the steps that take place after creation as well. As an example, when I am designing icons, it is important to not only focus on creating a beautiful icon but also build a guide that helps others utilize this icon. Since I am not working alone, I realized that it's important to set consistent rules for others to collaborate with more ease.



You told us that you have a lot of interest in independent book publishing.

Bookstores that carry independently published books often have experimental contents with unique characteristics that can be hard to handle for major publishers. You can find unusual yet fascinating cover designs or methods of bookbinding at these places. I love decorating and filling up my personal space with a wide array of printed materials, so it is hard to stop buying from these stores. Whenever I'd visit these stores I never leave empty-handed.

Seems like you really enjoy going to bookstores.

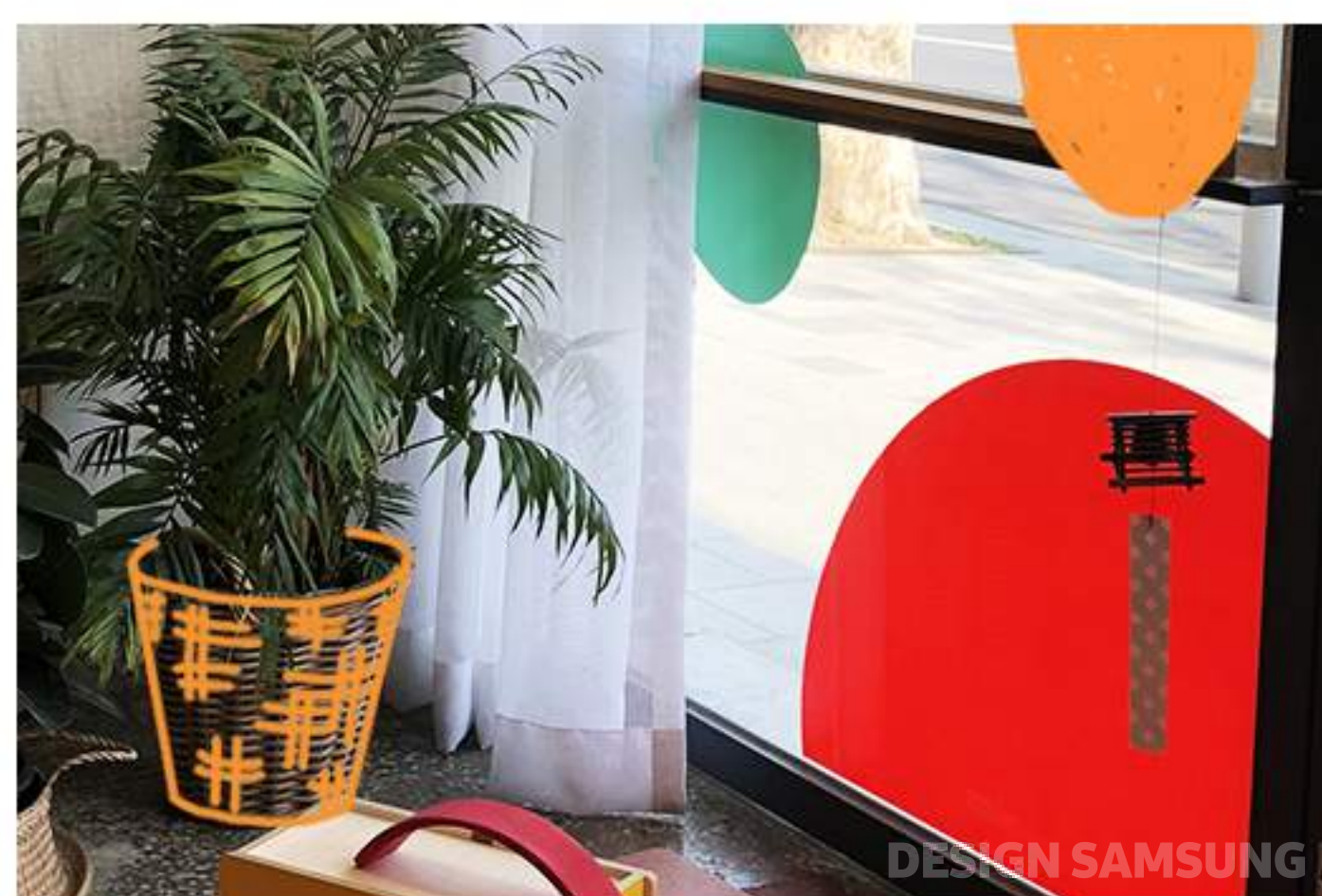
Yes! I often visit Gyeongridan-gil and Yeonnam-dong* where there are groups of independently published bookstores. I also enjoy venturing into alleyways to find cafés where I can sit down and read a newly purchased book. I like taking photographs as well, so I always carry my camera with me too. If I had the time I want to live in Amsterdam for about a month, exploring lovely shops and bookstores hidden in the alleys and take photos of straight-laced buildings or signs that are written in beautiful font.

*Places in Seoul where unique and trendy shops are located closely.



As a designer, are there any messages you want to communicate to consumers?

I want to create designs that resonate with people. I think a design gains meaning when it conveys a message to people or becomes useful rather than just being visually impressive on its own like an artwork. I think about consumers with this mindset whenever I work, even during minor tasks such as slightly adjusting the thickness or size of a font. My desire to create designs that resonate with our consumers propels me to create even better designs.



Digital Appliances Business,
Product Design

A Designer Headed toward a Bigger World, Kangkyung Lee

“ Hello. My name is Kangkyung Lee. I am an avid traveler and food connoisseur, as well as a home appliance product designer at the Digital Appliances Business. ”



Seems like you value your relationships with people.

Definitely. I especially enjoy sharing delicious dishes and drinks with people. If I weren't a designer I probably would have remodeled a house near the ocean to operate a café by day and a bar by night. It truly makes me happy when I see people enjoy the food I make. Once I retire, I want to become an oceanside barkeep and hang out with a wide variety of people while I surf and dive as much as my heart desires.

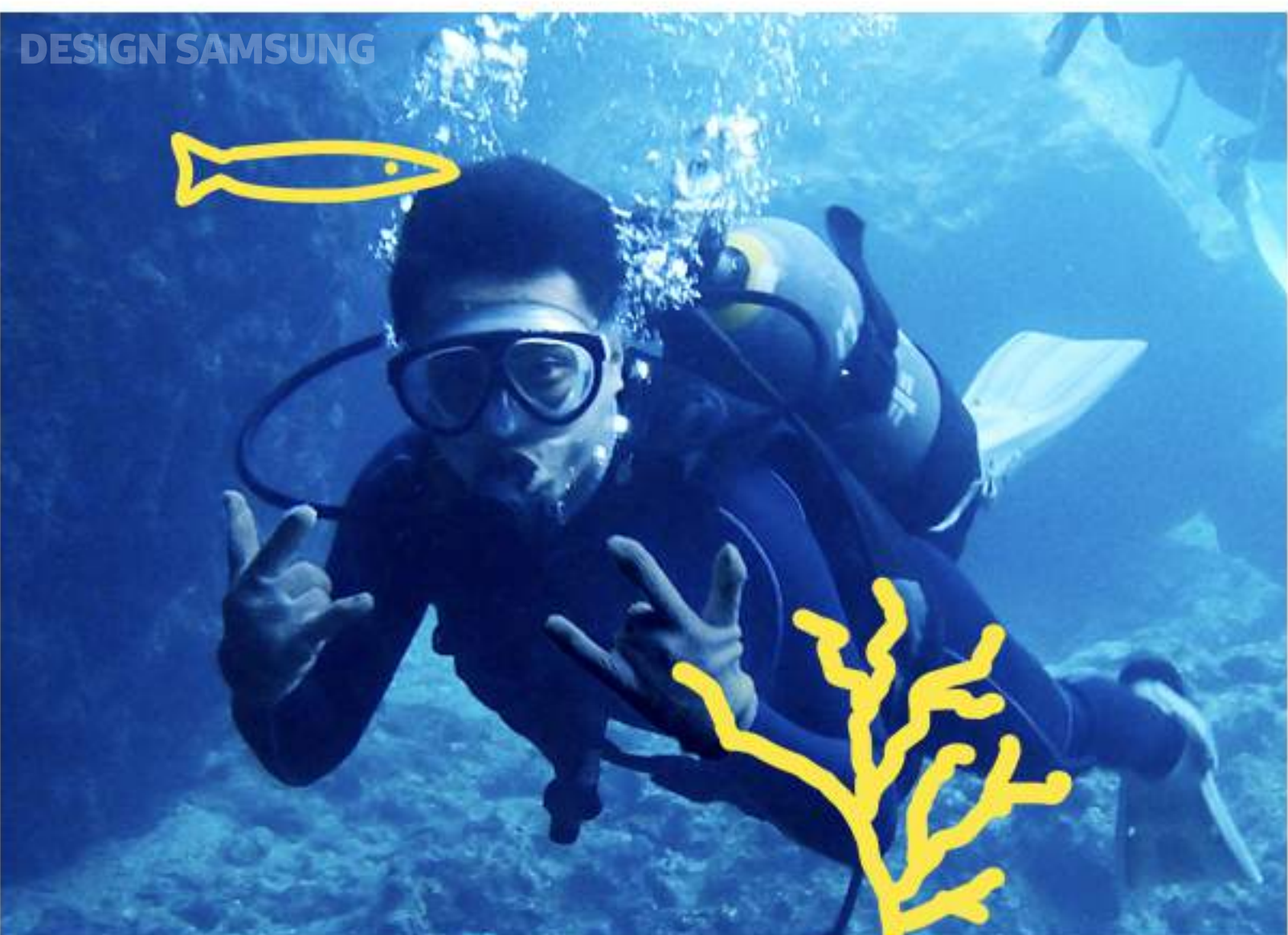
I heard you applied to the Digital Appliances Business even before you joined Samsung Electronics. When did your interest in home appliances first begin?

Prior to joining Samsung Electronics, I participated in a program held by Samsung Design Membership. I joined a project that dealt with a collaboration between furniture and home appliances, and a Samsung Electronics' Digital Appliances Business designer served as a tutor for the project. Thanks to the passionate teachings of that tutor, I learned a lot about digital appliance design and developed an interest in home appliances.



I heard you have been selected as a ‘Super Rookie’ among the new recruits.

It was all thanks to my team. I think my desire to build great relationships led to this fortunate result. Even now I make my utmost effort to maintain positive relationships with my coworkers. Since we are bound by work, it takes some extra behind-the-scenes effort. I try to stick to the basics, which is about carefully listening to the opinions of others and being considerate.



What do you think defines a great home appliance design?

I used to mainly focus on usability for a product, but now I examine whether a product's details are considerate of its users. I make sure to look closely into every aspect of the design, from exterior design, CMF, to the details that go into each element. I consider the Wind-Free air conditioner designs to be examples of not only great design but also exceptional technology that transformed the existing form of home appliances to better cater to the needs of users.



Wow, that’s incredible. It seems like you may have some other designs you want to create.

That's right. In the future, I want to design the 'transformation of home appliances to furniture.' Not only do I want home appliances to adapt the styling elements of furniture, but I also want these appliances to harmonize with furniture in our present day living spaces that have evolved over the years.

What kind of designer do you want to become in the future?

There are a lot of things I want to do. When I was an undergrad, I took many courses for my major in visual design as well as in humanities and business. I feel like all the things I learned during that time became a great source of inspiration for my designs. Even now when I create idea sketches, I look up both product images and other visual graphics as well. I want to become a designer who isn't confined to a single area, capable of handling and adapting a broader scope of different fields.

Visual Display Business,
UX Design

A Designer and Pioneer of a New Path, Sanghyun Jang

“ Hi, my name is Sanghyun Jang. I am a backpacker who loves to travel and a UX designer-turned engineer at the Visual Display Business. ”



How does having an engineer perspective help you with your designs?

When drawing a forest, some people will start by drawing a large outline of a forest. I start with the entrance of the forest and hash out the details first, such as the composition of flora or the direction of pathways that lead into the forest. I try to consider all the possibilities that can occur when I work on my projects. This method may be more time consuming, but it helps me catch details that others may miss.

On the other hand, how does being a designer inspire you?

I'm learning design by working with talented designers in the company. I used to think that design is just skillfully drawing a visually appealing piece, but now I realize that consumer-minded design must take the necessary steps of staking building blocks while being informed of systematic metrics and statistics.

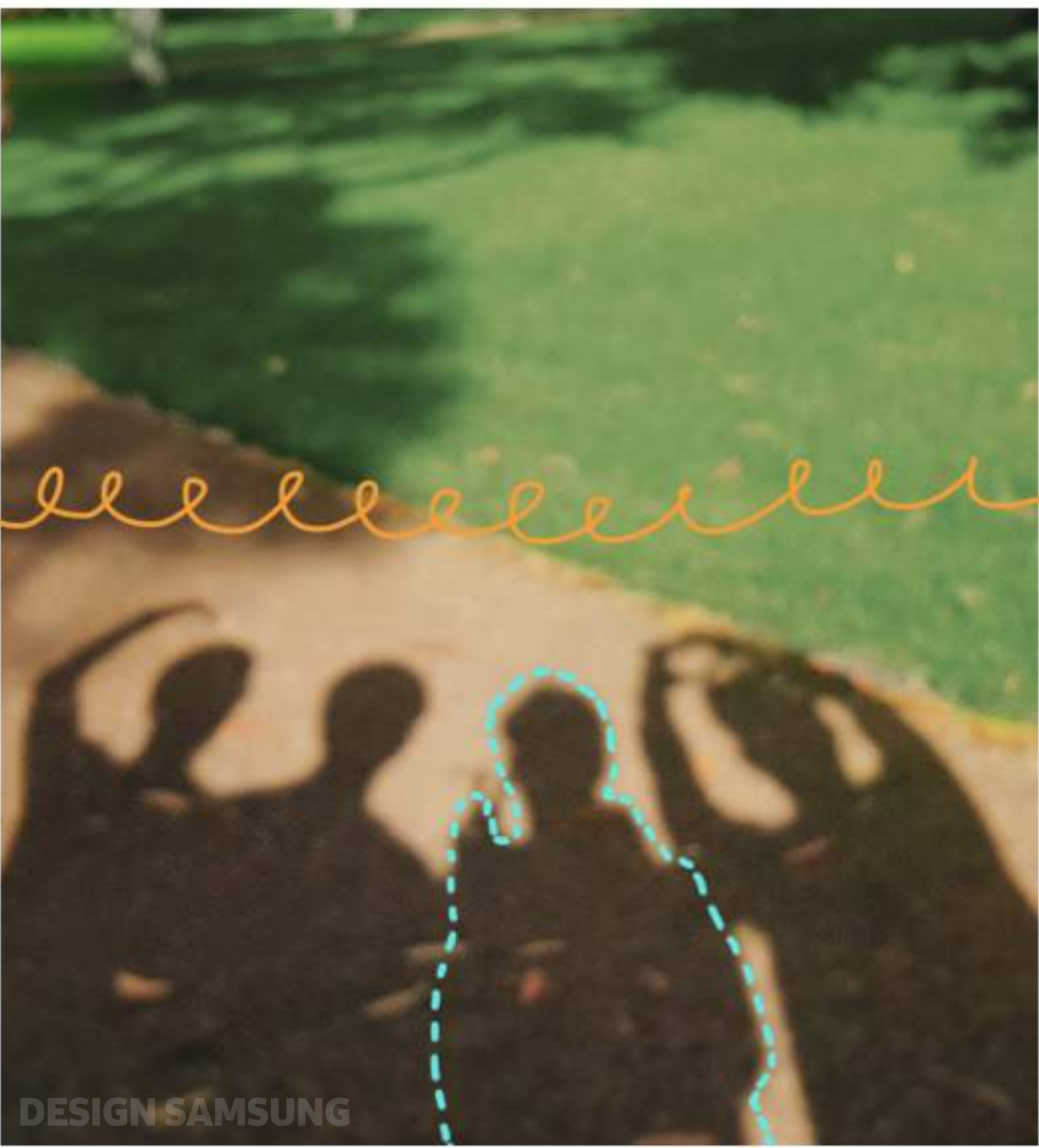


What is a unique quality you have as a designer?

I enjoy backpacking much more than a luxurious vacation. Getting first-hand experience by wandering in unfamiliar places or mingling with the locals is the kind of travel I enjoy. For me, being a designer is like backpacking. It's a step away from my comfort zone, which teaches me new knowledge. I think of myself as a pioneer paving a unique and personal path between the boundaries of developer and designer.

I'm curious how a computer engineer became a UX designer.

Back when I was a college student, I used to participate in programming contests and took part-time gigs in software development. During this time, I realized that it was not just about doing a great job in coding. No matter how great a software is, it's pointless if a user finds it difficult to use the program. I started to contemplate on how to structure a program so that it is intuitive and easy to use. This eventually led to my interest in UX design.



Did your perspective towards design change after you became a UX designer?

Prior to becoming a UX designer, I thought that there was a single right answer. I assumed there was a universal formula, like the golden ratio, which everyone can unanimously agree with. However, even for a design that effectively adapts a proven universal formula, I realized that it can be received in countless different ways depending on the user or situation. I now consider designs that flexibly respond to user needs to be great and effective.

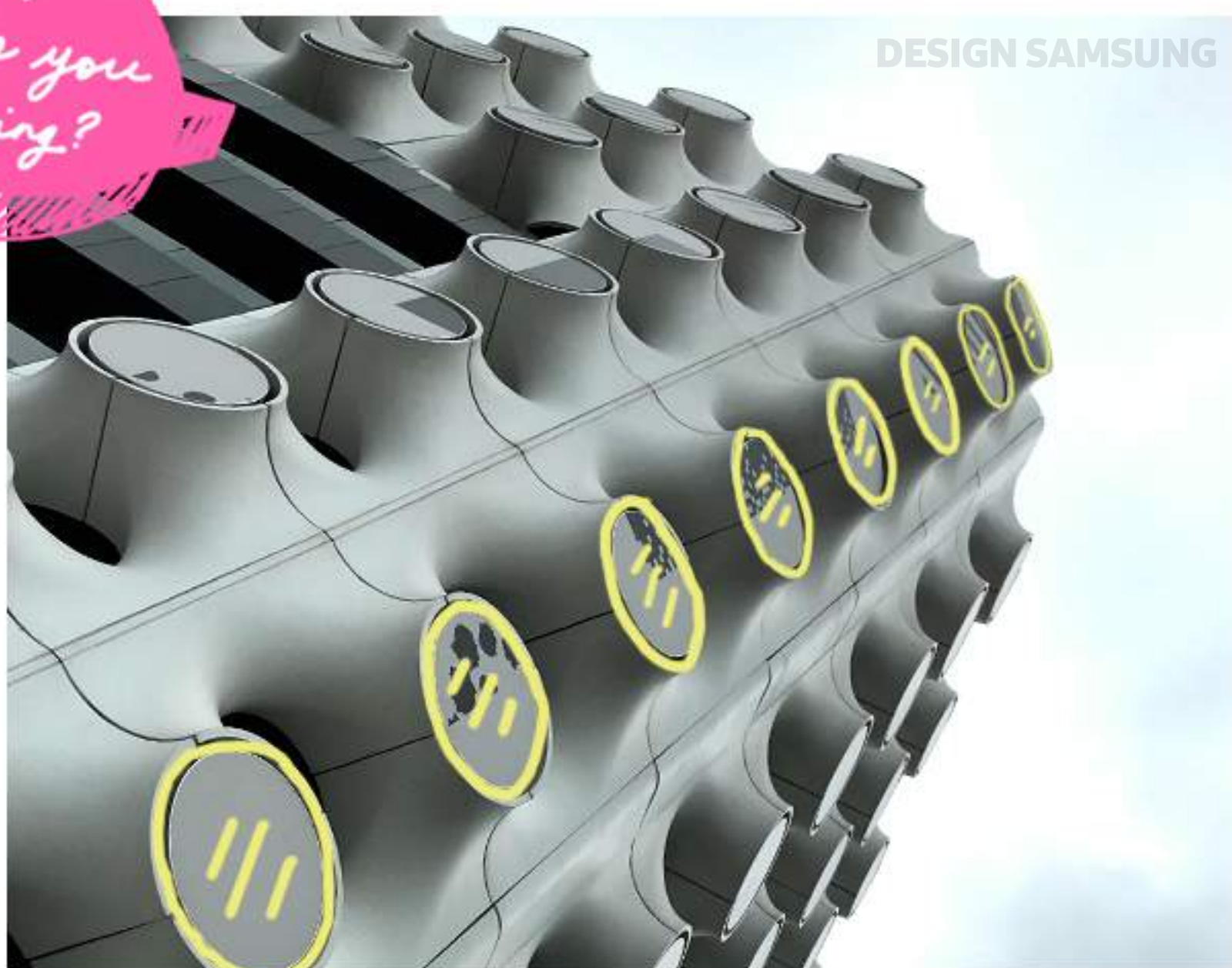


Mobile Communications Business,
Product Design

A Designer Who Aspires to Communicate, Hyemin Bae

“ Hello. I’m Hyemin Bae, a product designer at the Mobile Communications Business, as well as a professional artist specializing in fine art. ”

Hello,
how are you
doing?



It must’ve been a difficult process since the two fields are so different.

Yes, since fine art is mainly about conveying the artist’s voice. It’s a one-way communication in which the artist’s thoughts, emotions, and interpretations are more important. It’s great if a lot of people can relate to the artist, but the primary goal isn’t about convincing everybody. Product design on the other hand is about listening to the voices of users and making the effort to communicate. I am constantly pondering about designs that can more easily and comfortably approach a broader audience.

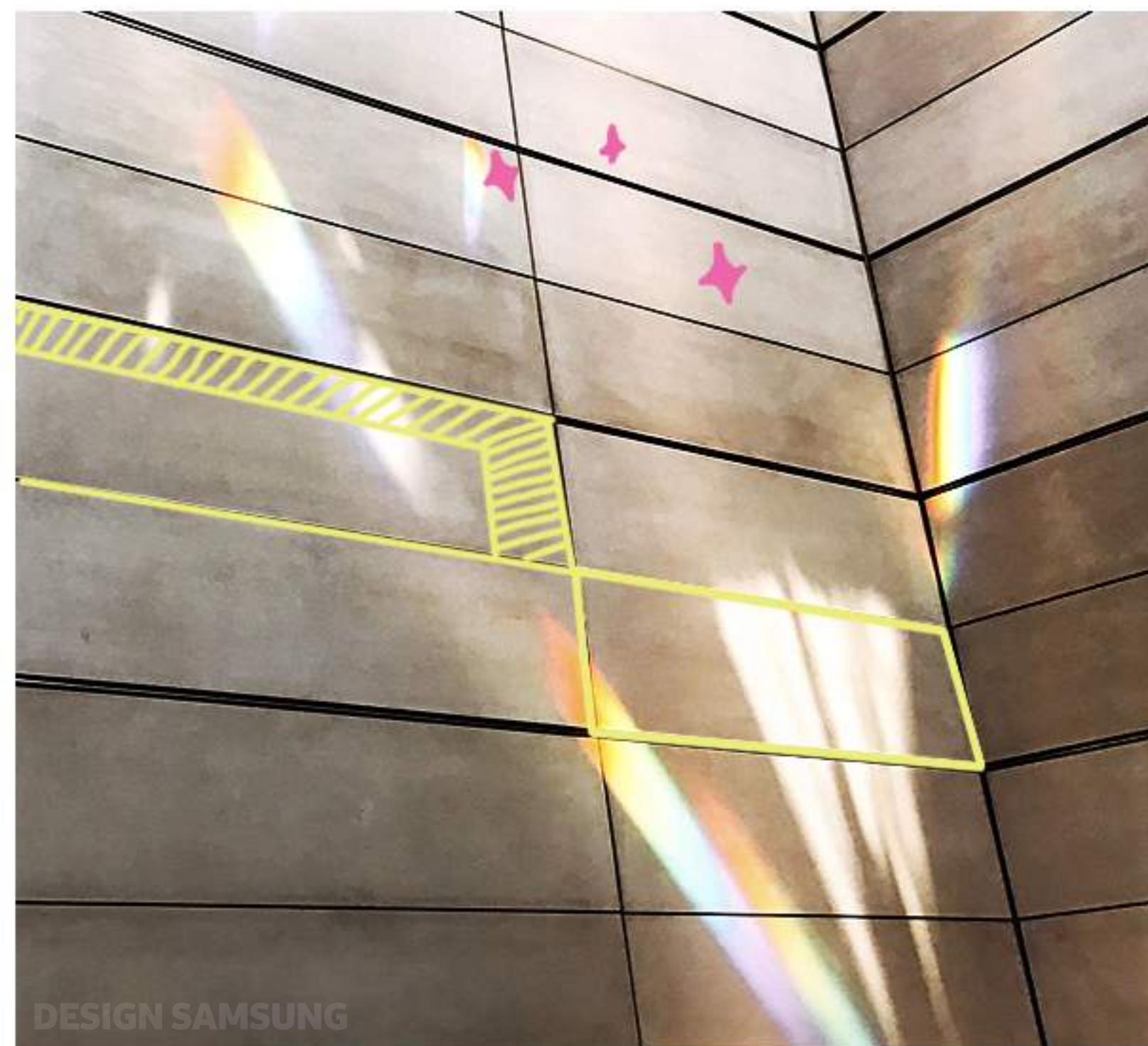
Your perspective toward design must have changed as well.

Definitely. When I was doing fine art, I liked designs that had prominent features or unique characteristics. But these designs often can be impractical for everyday use. Aesthetics are important but the designs that I like most are ones that are faithful to its distinct purpose while not missing out on any details in form.



How did you make the transition from fine art to product design?

I sold my first artwork at my graduate exhibition. The fact that another person saw something special in my piece and wanted to purchase it was an incredible feeling for me. After that, I had a strong conviction of wanting to create products that a lot of people desired and consequently transitioned over to product design.



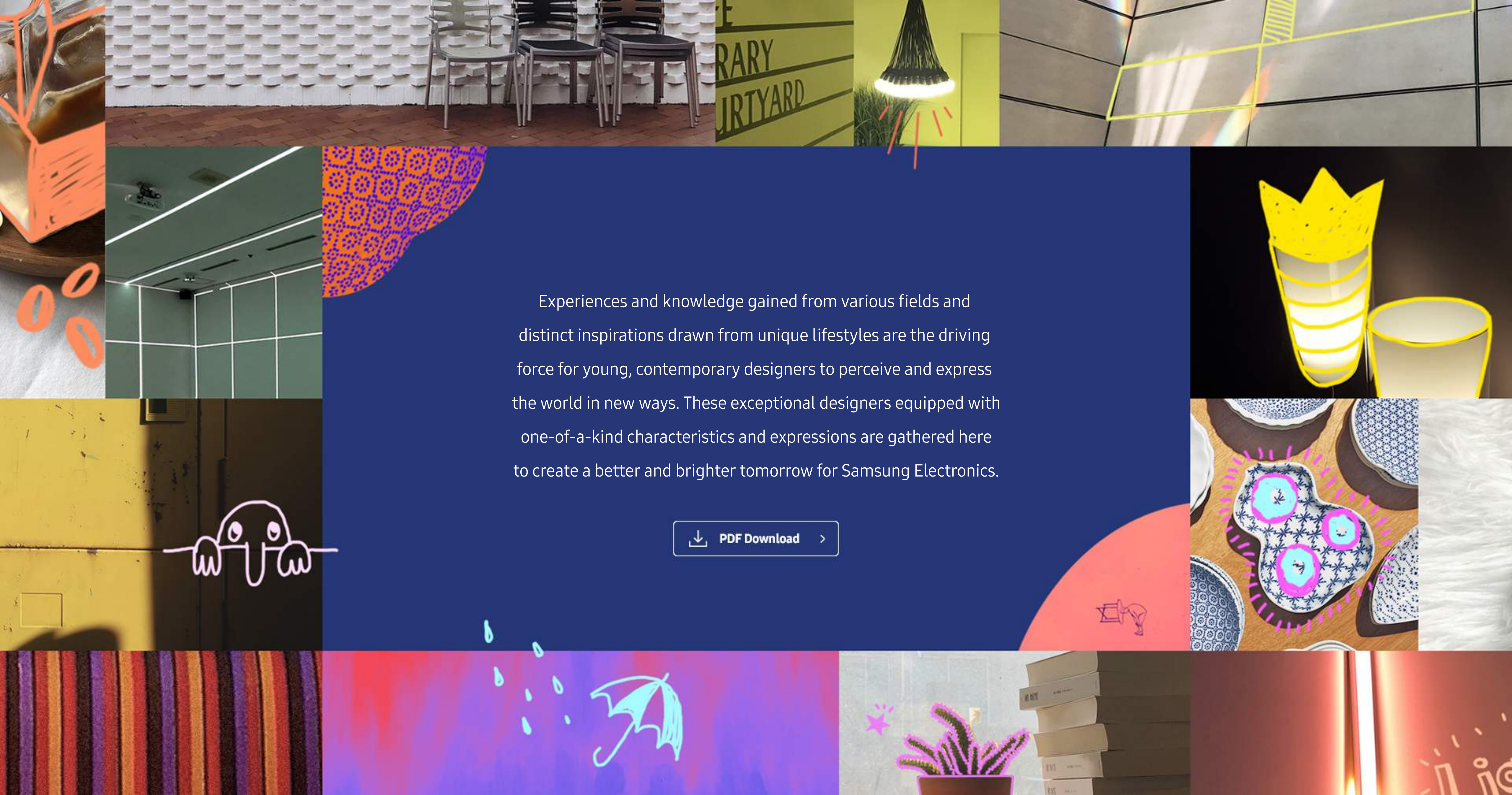
How does your experience in fine art help you as a designer?

The concepts of color and ratio are good examples. When I create an artwork, I think about which areas I want to draw attention to depending on the emotions and messages I wish to convey. I can establish a soothing or anxious atmosphere using the weight and area of colors. These experiences help me better perceive how slight changes in color or ratio can affect users when I am designing products.

What is your dream as a designer?

I want to create a design that can better communicate with users. Of course, I still have a lot to learn. That’s why I never stop asking questions like ‘Why was this particular material used?’, ‘Why does it have to be in this form?’, or ‘How will people use this?’. My dream is to one day create an art furniture that reflects my unique artistic sense while being practical as well.





Experiences and knowledge gained from various fields and distinct inspirations drawn from unique lifestyles are the driving force for young, contemporary designers to perceive and express the world in new ways. These exceptional designers equipped with one-of-a-kind characteristics and expressions are gathered here to create a better and brighter tomorrow for Samsung Electronics.

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