

The Framework and Application of Human-Centered Design



Date & Time: 8월 16일 (목) 오후 2:00 - 2:50

Location: 220동 701호

A-YOUNG KIM

Human-centered design is a problem-solving approach that can lead to practical innovation for a diverse set of challenges. This approach is applicable to creating new products and services, redesigning organization culture, solving social issues and even major healthcare challenges. During this session, we will discuss how this approach engages people to create solutions that transform behavior and experience.

**The talk will be given in English*

ABOUT THE SPEAKER

AFFILIATIONS

Current: One Within Pte. Ltd. (Founder)

Former:

- Propellerfish (SG/UK)
- Blue Ocean Strategy Institute (Malaysia)
- Aon Hewitt (Singapore)

EDUCATION & QUALIFICATIONS

- M.Sci. Organizational Behavior (INSEAD)
- M.B.A. Marriott School of Management
- B.Sci. Finance & Management (Brigham Young University)
- Blue Ocean Strategist

A-Young is a consultant and coach on innovation, leadership, high performance cultures. For the past 12 years, she has worked with MNCs, governments and startups to pursue growth in business, people, and products & services. She has also facilitated the development of 2,000 leaders and entrepreneurs in over 30 organizations across 15 countries.

A-Young applies the latest behavioral research and management tools such as Blue Ocean Strategy, Blue Ocean Leadership and human-centered design to guide clients through meaningful strategic changes.