

# Jung-Joo Lee

Deputy Head (Research) | Assistant Professor  
Division of Industrial Design, College of Design and Engineering  
National University of Singapore  
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Director, Service Design Lab Singapore  
<https://www.servicedesignlab.net/>

## 1. Academic Qualifications

- Ph.D. | School of Arts, Design and Architecture, Aalto University, 2012
- M.Sc. | Industrial Design, Korea Advanced Institute of Science and Technology (KAIST), 2007
- B.Sc. | Industrial Design, Korea Advanced Institute of Science and Technology (KAIST), 2005

## 2. Employment Records

- Assistant Professor | Division of Industrial Design, College of Design and Engineering (CDE), NUS, Aug 2014 – present
- Postdoctoral Researcher | School of Arts, Design and Architecture, Aalto University, Jan 2013 – July 2014

## 3. Administrative Leadership

- Deputy Head (Research) | Division of Industrial Design, CDE, NUS, 2018 – present
- Faculty Research Committee Panel | CDE, NUS, 2022 – present
- School Research Committee | School of Design and Environment (SDE), NUS, 2018 - 2021
- Search Committee Member | Division of Industrial Design, CDE, NUS, 2019 – present
- Master's Program Development Task Force (Chair) | Division of Industrial Design, CDE, NUS, 2021 – present
- Faculty Teaching Evaluation Committee | SDE, NUS, 2020
- Academic Community Director | Aalto Service Factory, Aalto University, 2012-2014

## 4. Research Areas

- Service Design for the Public Sector Innovation in Asia
- Service Design for Emerging Technologies
- Co-design and Empathic Design

## 5. Research Grants Awarded

- Ministry of Education Singapore Tier 1, “Describing the plurality of Service Design” (Mar 2023 – Jul 2025), S\$ 179,600 | PI
- Ministry of Education Singapore, Reimagine Research Scheme Grant, “Enhancing personal comfort and well-being through human-centric built environments” (Feb 2022 – Feb 2024), S\$ 660,000 | Co-PI
- National Research Foundation, Urban Mobility Grand Challenge (UMGC), “2025 and beyond: Re-defining people-vehicle interaction and infrastructure for future mobility in Singapore” (Jun 2021 – May 2023), S\$ 2,368,837 | Co-PI
- Ministry of National Development and National Research Foundation, Land and Liveability National Innovation Challenge (L2 NIC), “Designing future-ready and sustainable nursing homes for person-centric care models in communities” (Sep 2017 – Mar 2020), S\$2,698,031 | Co-PI
- Ministry of Education Singapore Tier 1, “Service Design for Digital Government: Case studies in Asia and integrated design frameworks for digital transformation of public services” (Jan 2019 - Nov 2022), S\$180,000 | PI
- Ministry of Education Singapore Start-up Funding, “People-centred service innovation through co-design experiments”, (Dec 2014 – May 2018), S\$179,992 | PI
- NUS Center for Development of Teaching & Learning (CDTL) Teaching Enhancement Grant (TEG), “Curriculum Development through Design-Driven Collaborative Platforms for Transdisciplinary Undergraduate Education” (Oct 2021 – Sep 2022), S\$10,000 | PI

## 6. Awards, Honours, Scholarship Awarded

- NUS University Teaching Excellence Award 2023
- NUS College Educator Award 2023
- NUS University Teaching Excellence Award 2022
- Best Paper Award –ACM SIGCHI International Conference on Designing Interactive Systems (DIS) 2021, (within top 0.7%)
- NUS School Teaching Excellence Award Honour Roll, 2020
- NUS School Teaching Excellence Award AY2018/19
- NUS School Teaching Excellence Award AY2016/17
- NUS School Teaching Excellence Award AY2015/16
- Best Paper Award – Honourable Mention, ACM SIGCHI International Conference on Designing Interactive Systems (DIS) 2014 (within top 2%)
- Finnish Ministry of Education & Academy of Finland, Five-year full scholarship for doctoral study (2007 –2011)

## 7. Industry/Government Collaboration Projects (Selected)

- Tan Tock Seng Hospital Centre for Healthcare Innovation | Service Design for Sustainable Hospital (Aug – Dec 2023)
- Land Transport Authority (LTA) & Urban Redevelopment Authority (URA) | Design for Future Mobility with Autonomous Vehicles (Aug – Dec 2022)

- Johnson Controls International | Concept Design for Future Work for Gen Z (Aug – Dec 2021)
- GovTech | Design for Digital Government Services and Open Gov Data (Jan – Dec 2019)
- Rolls-Royce, Port of Singapore Authority (PSA) & Jurong Port | Service Design for Digital Transformation in the Maritime Industry (Aug – Dec 2018)
- Ministry of Education Singapore (MOE) | Design for MOE Service Excellence (Jan – Apr 2018)
- Ministry of Manpower Singapore (MOM) | Service Design for Government Services and Policies (Aug 2014 – Dec 2016)
- OCBC Bank | Design for Finance Services of Gen Z (Aug– Dec 2015)
- Microsoft | Domesticating Search – (Re)designing the Web for Home (Oct 2010 – Sep 2012)

## 8. Academic Leadership & Professional Service

### Editorial Board

- Archives of Design Research | Editor (Service Design), 2016 – present
- Springer Design Research Foundations | Editorial Board Member, 2017 – present

### Conference Program Committee

- ACM CHI 2024 | Paper Associate Chair
- ServDes 2023 | Program Committee Member
- ACM DIS 2018 | Pictorials Chair
- ACM CHI 2018 | Student Design Competition Chair
- ACM SIGCHI C&C 2017 | Pictorial Chair
- Nordic Design Research (Nordex) 2011 | Conference Publication Chair

### Jury Member

- Singapore Good Design Awards (SG Mark) 2023
- ACM CHI 2015 Student Design Competition

## 9. Publications

### Refereed Journal Articles

(\*indicates corresponding author)

- 1) Lee, K.S., **Lee, J.J.\***, Aucremanne, C., Shah, I., & Ghahramani, A. (2023). Towards democratization of digital twins: Design principles for transformation into a human-building interface. *Building and Environment*. 244, 110771.
- 2) Yeo, Y., **Lee, J.J.\*** & Yen, C.C. (2023). Mapping design capability of governments: A tool for government employees' collective reflection. *International Journal of Design*, 17(1), 17-35.
- 3) **Lee, J.J.\***, Ng, T.P., Nasution, I.K., Eng, J.Y., Christensen, R.D., & Fung, J.C. (2022). Implementation of a sense of home in high-density multicultural

- Singapore nursing homes: Challenges and opportunities. *International Journal of Environmental Research and Public Health*, 19(11), 6557.
- 4) **Lee, J.J.\***, Koskinen, I., & Whalen, J. (2020). Multiple intelligibility in constructive design research: The case of empathic design. *International Journal of Design*, 14(3), 55-67.
  - 5) **Lee, J.J.\*** (2020). Frame failures and reframing dialogues in the public sector design projects. *International Journal of Design*, 14(1), 81-94.
  - 6) **Lee, J.J.\***, Jaatinen, M., Salmi, A., Mattelmäki, T., Smeds, R., & Holopainen, M. (2018). Design choices framework for co-creation projects. *International Journal of Design*, 12(2), 15-31.
  - 7) Hyvärinen, J., **Lee, J.J.**, and Mattelmäki, T. (2015). Fragile liaisons: Challenges in cross-organizational service networks and the role of design. *The Design Journal*, 18(2), 249 – 268.
  - 8) **Lee, J.J.\*** (2014). The true benefits of designing design methods. *Artifacts: Journal of Practice*, 3(2), 1 – 12.
  - 9) **Lee, J.J.\*** (2013). From localization towards local appropriation: A new agenda for cross-cultural design. *Korea Digital Design Studies*, 13(4).
  - 10) **Lee, J.J.\*** & Lee, K.P. (2009). Facilitating dynamics of focus group interviews in East Asia: Evidence and tools by cross-cultural study. *International Journal of Design*, 3(1), pp. 17-28.
  - 11) **Lee, J.J.\*** & Lee, K.P. (2007). Understanding relationship between cultural differences and user research method in design process: with the emphasis on comparison between Korean and Dutch participants. *Archives of Design Research*, 20(4). 29-40.

### **Book**

- 12) **Lee, J.J.** & Lee, S.H. (2018). *New Design Tools*, Insight Books. ISBN 9788966262298.

### **Book Chapter**

- 13) Mattelmäki, T., Lucero, A. & **Lee, J.J.** (2016). Probing – Two perspectives to participation. In P.Markopoulos, J.-B. Martens, J.Malins, K. Coninx & A.Liapis (Eds.) *Collaboration in Creative Design: Methods and Tools* (pp. 33-51). Springer, Cham.

### **Peer-reviewed Conference Papers**

- 14) Tan, I. & **Lee, J.J.** (2023). The role of service design in designing and developing AI applications: Scoping review, *Proceedings of IASDR 2023*, Milan, Italy.
- 15) **Lee, J.J.**, Yap, C. E., & Roto, V. (2022). How HCI Adopts Service Design: Unpacking Current Perceptions and Scopes of Service Design in HCI and Identifying Future Opportunities, *Proceedings of CHI22*. New York, NY: ACM Press, 1-14.
- 16) Ng, T.P., **Lee, J.J.**, & Wu, Y.Y. (2022). Unpacking Cultural Perceptions of Future Elder Care through Design Fiction. In: Bruyns, G., Wei, H. (eds) [ ] *With Design: Reinventing Design Modes*. IASDR 2021. Springer, Singapore.
- 17) Chew, J.Y., Lim, D., Yap, C. E., & **Lee, J.J.** (2022). Introducing Complex Stakeholder Networks to Design Students: A Method of Stakeholder Improv-Play. In: Bruyns, G., Wei, H. (eds) [ ] *With Design: Reinventing Design Modes*. IASDR 2021. Springer, Singapore.

- 18) Chia, A., & **Lee, J.J.** (2022). Debunking Silent Design Practices in the Banking Industry: A Case in Singapore. In: Bruyns, G., Wei, H. (eds) [ ] *With Design: Reinventing Design Modes*. IASDR 2021. Springer, Singapore.
- 19) Roto, V., **Lee, J. J.**, Law, F., & Zimmerman, J. (2021). The Overlaps and Boundaries Between Service Design and User Experience Design, *Proceedings of DIS 2021*, ACM Press, 1915-1926. (**Best Paper: Top 0.7 %**)
- 20) Lim, D., Yap, C. E., & **Lee, J. J.** (2021). Datastorming: Crafting Data into Tangible Design Materials for Students' Creative Data Literacy, *Proceedings of C&C 2021*, ACM Press, 1-9.
- 21) Yap, C. E. L., **Lee, J.J.** & Roto, V. (2021). How HCI Interprets Service Design: A Systematic Literature Review. *Proceedings of INTERACT 2021*. Springer LNCS.
- 22) Chew, J.Y., **Lee, J.J.** & Lehtonen M.J. (2020). Towards Design-Driven Transdisciplinary Education: Navigating the Challenges and Envisioning the Role of Design as a Facilitator. *Proceedings of the Design Research Society 2020 Conference*. Griffith University, 11-14 August 2020, Brisbane, Australia.
- 23) Yap, C. E. L. & **Lee, J.J.** (2020). 'Phone apps know a lot about you!': educating early adolescents about informational privacy through a phygital interactive book. *Proceedings of Interaction Design and Children (IDC) Conference*, New York, NY: ACM Press, 49-62.
- 24) Chia, A., & **Lee, J.J.** (2019). Banking Outside-in: How Design Thinking is Changing The Banking Industry? *Proceedings of IASDR 2019 Conference*. Manchester, UK.
- 25) Chua, E., & **Lee, J.J.** (2019). The Career Pathways and Roles of In-house Designers in the Services Sector in Singapore: A Pilot Interview Study. *Proceedings of IASDR 2019 Conference*, Manchester, UK.
- 26) Yeo, Y., & **Lee, J.J.** (2018) Mapping design capability of public service organisations: A tool for collaborative reflection. *Proceedings of The Service Design and Innovation Conference (ServDes'18)*. Linköping: Linköping University Electronic Press.
- 27) Loh, Z., **Lee, J.J.**, & Song, K.H. (2017). Long live the sensor! Designing with energy harvesting. *Proceeding of C&C'17 ACM SIGCHI Conference on Creativity and Cognition*, NY: ACM Press, 323-335.
- 28) Yeo, Y., Chew, J.Y. & **Lee, J.J.** (2016). Towards Sustainable Impact After University-Government Design Projects: Case of Worker Services in Singapore. *Proceedings of the ServDes.2016 Conference*. Linköping: Linköping University Electronic Press.
- 29) Sangiorgi, D., **Lee, J.J.**, Sayar, D., Allen, D. & Frank, N. (2016). Moving towards service dominant logic in manufacturing sector: development of a tool for inquiry. *Proceedings of the ServDes.2016 Conference*. Linköping: Linköping University Electronic Press.
- 30) Koskinen, I., **Lee, J.J.** & Taffe, S. (2015). Immersion into the social. *Proceedings of The International Association of Societies of Design Research (IASDR)*. Brisbane: QUT Press.
- 31) Wu, Y.Y., Koskinen, I., **Lee, J.J.** & Whalen, J. (2015). Plant Hotel: Service as a relational agent. *Proceedings of The International Association of Societies of Design Research (IASDR)*. Brisbane: QUT Press.
- 32) Hyvärinen, J., **Lee, J.J.**, & Mattelmäki, T. (2014). Fragile liaison - Opportunities and challenges in cross-organisational service networks. *Proceedings of Service Design and Innovation Conference (ServDes' 14)*. (pp. 354-364). Linköping: Linköping University Electronic Press.
- 33) **Lee, J.J.**, Lindley, S., Ylirisku, S., Jacucci, G., Regan, T., & Nurminen, M. (2014). Domestic appropriations of tokens to the web, *Proceedings of Designing Interactive Systems (DIS'14)*, New York, NY: ACM Press, 53-62. (**Honourable Mention: Top 2%**)

- 34) **Lee, J.J.**, Mattelmäki, T. & Hyvärinen, J., (2014). Bringing empathy in service network. *Proceedings of Applied Human Factors and Ergonomics Conference (AHFE'14)*, Springer, 136-145.
- 35) **Lee, J.J.** (2013). Method-Making as a method of designing. *Proceedings of the 5th Nordic Design Research Conference (Nordes'13)*, 9-12, June, Copenhagen, Denmark.
- 36) Koskinen, I., Taffe, S., Mattelmäki, T., & **Lee, J.J.** (2013). Ready-mades in empathic design. *Proceedings of the 5th World Conference on Design Research (IASDR'13)*, August 26 – 30, Tokyo, Japan.
- 37) Vaajakallio, K., **Lee, J.J.**, Kronqvist, J. & Mattelmäki, T. (2013). Service co-design with the public sector: Challenges and opportunities in a healthcare context. *Proceeding of Include Asia 2013*, July 2 – 3, Hong Kong, China.
- 38) Wu, Y. & **Lee, J.J.** (2013). "I didn't know I can teach!" – Empowering Chinese retirees through co-creating a multigenerational ceramic service. *Proceeding of Include Asia 2013*, July 2 – 3, Hong Kong, China.
- 39) **Lee, J.J.**, Vaajakallio, K., & Mattelmäki, T. (2011). Tracing situated effects of innovative design methods: Inexperienced designers' practices. *Proceedings of the 2nd Conference on Creativity and Innovation in Design (Desire'11)*, New York, NY: ACM Press, 103-113.
- 40) **Lee, J.J.**, Koskinen, I. & Mikkonen, J. (2009). Co-Experience in a cross-cultural notion: Unpacking the effect of culture on users' social interaction. *Proceedings of the 3rd World Conference on Design Research (IASDR'09)*, 18- 22 October, Seoul, South Korea.
- 41) Vaajakallio, K., **Lee, J.J.** & Mattelmäki, T. (2009). "It has to be a group work!" - Co-design with children. *Proceedings of the 8th International Conference on Interaction Design and Children (IDC'09)*, New York, NY: ACM Press, 246-249.
- 42) **Lee, J.J.** (2009). Culture and co-experience: Cultural variation of user experience in social interaction and its implications for interaction design. *Proceedings of 13<sup>th</sup> International Conference on Human-Computer Interaction (HCI'09)*. Springer LNCS.
- 43) Koskinen, I. & **Lee, J.J.** (2009). Inspiration, Interpretation, Explanation: Inference in constructive design research. *Proceedings of the 3rd World Conference on Design Research (IASDR'09)*, 18- 22 October, Seoul, South Korea.
- 44) Mikkonen, J., **Lee, J.J.** & Koskinen, I. (2009). Using video with active markers. In *Proceedings of the European Conference on Ambient Intelligence (Aml '09)*, Heidelberg: Springer Berlin. 118-122.
- 45) **Lee, J.J.** & Lee, K.P. (2007). Cultural differences and design methods for user experience research: Dutch and Korean participants compared. *Proceedings of the conference on Designing pleasurable products and interfaces (DPPI'07)*, New York, NY: ACM Press. 21-34.
- 46) **Lee, J.J.**, Tran, T.T. & Lee, K.P. (2007). Cultural difference and its effects on user research methodologies. *Proceedings of 11th International Conference on Human-Computer Interaction (HCI'07)*. Springer LNCS.

### **Refereed Conference Workshops and Courses**

- 47) Cipolla, C., Franqueira, T., Holmlid, S., Park, S.H., **Lee, J.J.**, Penin, L., Sangiorgi, D., Staszowski, E., Villari, B., & Yu, E. (2023). Service design identities, In *ServDes 2023*. Rio De Janeiro, Brazil.
- 48) Cockbill, S., Mitchell, V., Roto, V., **Lee, J.J.**, Law, E., & Zimmerman, J. (2022). Introduction to service design for UX designers, In *CHI Conference on Human Factors in Computing Systems Extended Abstracts (CHI EA '22)*. ACM, New York, NY, USA, Article 143, 1–3.

- 49) Roto, V., Mitchell, V., Cockbill, S., **Lee, J.J.**, Law, E., Zimmerman, J. (2021). Introduction to service design for UX designers, In *Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems (CHI EA '21)*. ACM, New York, NY, USA, Article 148, 1–3.
- 50) Zhang, C., Lee, K.S., Lian, H.G., Mitchell, A., Wu, Y.Y., & **Lee, J.J.** (2021). Tackling Online Empathy Deficits: Exploration of New Methods with Humanities and Social Scientific Concepts, *Workshop at the IASDR'21 Conference*.
- 51) Roto, V., Mitchell, V., Cockbill, S., Forlizzi, J., **Lee, J.J.**, & Law, E. (2020). Introduction to service design for UX designers, *Proceedings of the 11th Nordic Conference on Human-Computer Interaction*. ACM Press. Article 140, 1-3.
- 52) Roto, V., **Lee, J.J.**, Law, E. (2019). Service Design Meets User Experience Design: Clash or Marriage? *Workshop at the 8th biannual Nordic Design Research Society (Nordes) conference*, June 2019, Espoo, Finland.
- 53) Roto, V., **Lee, J. J.**, Mattelmäki, T., & Zimmerman, J. (2018). Experience Design meets Service Design: Method Clash or Marriage?. In *Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems (CHI EA '18)*. ACM, New York, NY, USA, Paper W26, 1–6.
- 54) Marshall, K., Wood, G., Read, J.D., Yarosh, S., & Balaam, M., & **Lee, J.J.** (2015). Supporting children to engage in play for wellbeing, In *Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '15)*. ACM. New York, NY, USA, 2445–2448.

#### **Other Scientific Publications (SCOPUS indexed with CiteScore)**

- 55) **Lee, J.J.** (2020). Service design and blind mice. *Interactions*, 27(2), ACM Press, 20-21.
- 56) Vaajakallio, K., Mattelmäki, T. & **Lee, J.J.** (2010). "It became Elvis" - Co-design lessons with children. *Interactions*, 17(4), ACM Press, 26-29.

#### **Publications in Media, Magazine etc.**

- 57) **Lee, J.J.** (2018). Design as an Innovation Tool in Singapore, *Hankyung News, Let's Study Design Thinking (2)*, 11 October 2018
- 58) **Lee, J.J.** (2018). Organizational Transformation - Embed Design as Company's DNA, *Hankyung News, Let's Study Design Thinking (3)*, 18 October 2018
- 59) **Lee, J.J.** (2018). How Designers Become Successful Start-up CEOs, *Hankyung News, Let's Study Design Thinking (4)*, 25 October 2018
- 60) **Lee, J.J.** (2017). Designing for migrant workers in Singapore: Case of the Behavioural Design Unit at the Singapore Ministry of Manpower, *Public Design*, vol. 1. Korean Craft & Design Foundation. ISSN 2508-4836.
- 61) Lee, S.H., & **Lee, J.J.** (2016). Looking for ways to change government in the design library. *Monthly Design*, vol. 454, pp.96-99. Design House. April 2016. ISSN 1227-1160.

#### **10. Invited Keynote, Invited Workshops, Invited Panel (Selected)**

- 1) Invited Speaker | Service Design Leadership Forum by Hong Kong Polytechnic University, Hong Kong Design Institute, Hong Kong Design Center, "Innovation Catalyst or Fad? – Diagnosing Service Design Adoptions in Asia and Envisioning Its Future Directions", Nov 2023.

- 2) Invited speaker | Singapore Land and Transport Authority (LTA), Overseas Regulators' Forum "Designing for Future Transportation Infrastructure for Autonomous Vehicles", Oct 2023.
- 3) Invited speaker | Impact 2023 Design Research Forum by DesignSingapore Council, "Fostering Desired Futures: Exploring New Technologies through Human-Centered and Collaborative Design" Sep 2023.
- 4) Invited speaker | Hong Kong Polytechnic University School of Design, "Cultural Plurality of Service Design". Sep 2022.
- 5) Invited speaker | LUCA School of Arts, University of Leuven, "Lost-in-Translation: Cultural Sensitivity to User Research Methods". Mar 2022.
- 6) Invited panel | IASDR'21 Conference Panel, "Multiple Service Design Identities and Roles". (with Daniela Sangiorgi (Chair), Stefan Holmlid, Lia Patricio, Shera Hyunyim Park, Eun Yu), Dec, 2021.
- 7) Invited panel | The ServDes'21 Conference Regional Panel, "Designing toward a Creative City: Positioning the Citizen in Singapore's Rebranding". (with Carol Soon, Vicky Gerard, Debbie Ng, Justin Zhuang), Feb 2021.
- 8) Invited panel | HCI Korea 2021 Conference Panel, "Service design and user research practices in the post-pandemic era". (with Sung-Woo Kim, Younah Kang, Hansol Paeng), Jan 2021.
- 9) Keynote speaker | APacCHRIE & EuroCHRIE Joint Conference, "Service Design for Employee Experience in Hospitality Industry". (with Birgit Mager), May 2019, Hong Kong.
- 10) Invited speaker | Public Lecture at Hong Kong Polytechnic University School of Design, "Shaping the Future of Service Design". May 2019, Hong Kong.
- 11) Keynote speaker | Annual Conference of The Korean Society of Creative Application, "Design capabilities beyond design thinking: How SG gov innovates through design". June 2018, Seoul, South Korea.
- 12) Invited speaker | Seoul National University, College of Fine Arts, "New Areas of Design: Service Design and Government". Dec 2017, Seoul, South Korea.
- 13) Invited speaker | Annual Conference of Korean Society of Design Science, "Design-led Innovation in Government: Cases of Singapore". Nov 2017, Daegu, South Korea.
- 14) Invited teacher | The 2017 Asian Smart Living International School, Mar 2017, Kaohsiung, Taiwan.
- 15) Invited workshop | Inland Revenue Authority of Singapore (IRAS), "IRAS Design Kickstart". Nov 2016, Singapore.
- 16) Keynote speaker | International Conference of UXSG 2016, "When policy meets design". Sep 2016, Singapore.
- 17) Keynote speaker | Ph.D Summer School, Hong Kong Polytechnic University, "Why design is a must-have for the modern public sector". Aug 2016, Hong Kong.
- 18) Invited workshop | Yonsei University, South Korea, "Service design with co-creation tools". Jul 2016, Seoul, South Korea.
- 19) Invited workshop | Hyundai & Kia Motors, South Korea, "Empathic Design for Mobility". (with Turkka Keinonen), Jul 2016, Seoul, South Korea.
- 20) Invited workshop | Ministry of Manpower Singapore, "Behavioral Design Platform". Apr 2016, Singapore.
- 21) Invited speaker | Aalto University School of Arts, Design and Architecture, "Embedding Service Design Capabilities: Case of Singapore and Tool for Inquiry". Feb 2016, Helsinki, Finland.



- 22) Invited workshop | Infocomm Development Authority (IDA), "User experience design", Jun 2015, Singapore.
- 23) Invited workshop | Singapore Design Week 2015, "Co-design for Public Value". (with ThinkPlace Singapore), Mar 2015, Singapore.
- 24) Keynote speaker | NordDesign Symposium 2014, Finland, "Designing through method-making". Aug 2014, Helsinki, Finland.
- 25) Keynote speaker | Cross-cultural UX seminar, Tampere University of Technology, Tampere, Finland, "Facilitating cultural sensitivity in user research methods". Sep 2009, Tampere, Finland.

## **11. Postgraduate Supervision & Thesis Committee**

### **PhD Supervisions**

- Yvonne Yeo | "Mapping design capabilities of Singapore public service organisations: A tool for collaborative reflection" (2021, currently Deputy Director at Ministry of Defence)
- Alvin Chia | "Debunking silent design practices in the banking industry: Case studies from Singapore" (to be completed in 2024)
- Debbie Ng | "Identifying design leadership dimensions in Singapore Public Organisations" (to be completed in 2024)
- Erik Chua | "Nurturing design facilitators of service organisations in Singapore" (to be completed in 2024)

### **PhD Thesis Evaluation Committee**

- Duan Zhipeng | The Oslo School of Architecture and Design, 2023
- Hannah Korsmeyer | Monash University, Australia, 2021
- Annalinda De Rosa | Politecnico di Milano, Italy, 2019
- Zichao Nie | Politecnico di Milano, Italy, 2019

### **PhD Thesis Evaluation Committee (National University of Singapore)**

- Han Bo, 2023
- Chen Yang, 2022
- Liu Xin, 2022
- Wang Pan, 2018

### **MA Supervisions**

- Zhang Chen | Design for online empathy deficit (2023, currently Manager at DesignSingapore Council)
- Isabel Tan | Service Design Methodologies for AI-as-a-Service (expected to complete in 2025)

## **12. Professional Membership**

- Advisory Board Member | Korea Institute of Design and Promotion, 2018-2019

- Member | International Society of Service Innovation Professionals (ISSIP) Service Design SIG, 2013 – 2017