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DAVID J. KIM

Experience Design & Strategy

CONTACT

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EDUCATION

🎓 : Master of Global Law, USYD 2019

- Comm/Tech Regulation
- Intellectual Property (Melb Uni)
- Global Legal Systems

🎓 : User Experience (UX) Design, General Assembly Australia 2015

- Digital Interface design
- UX research and design
- Prototyping & iteration

🎓 : Bachelor of Commerce, UNSW 2012

- Banking financial management
- International Business Strategy
- Business Financing

NETWORKS

🌐 : UNSW Global Innovation & Entrepreneurship network 2017 - current

🌐 : AISEC UNSW (Society) VP Marketing & Communications 2011

REFERENCES

🗨️ : Available on request

SUMMARY

I am an experience design and strategy senior manager with over 10 years of experience helping organisation navigate customer centric business improvement and change. I work with leaders to understand industry trends and customer needs to establish robust strategic programs and drive project teams to enhance business capability and create new customer value propositions.

EXPERIENCE

Customer & Experience Strategy Manager, NSW EDUCATION

March 2022 - December 2023

Contracted to lead and establish the experience strategy function in the newly formed Student and Parent division focused on uplifting their experiences across all public schools in NSW.

Wearing many different hats in this role, my role ranged from articulating vision and strategy, to developing a strategic roadmap of projects, to team recruitment and project management. The role involved extensive senior executive engagement and significant cross-functional collaboration to execute complex projects with interdependent department outcomes.

My responsibilities included:

- Driving organisational change to embed customer experience into the NSW Education strategy and core operational frameworks.
- Articulating division strategy, and developing the strategic roadmap
- Leading customer research and understanding current trends.
- Managing a team of high performing designers, policy and project officers.
- Leading high priority strategic programs of work and engaging senior executives for critical decision making.

Key achievements include:

- Creating the NSW Education Parent & Carer Engagement Framework.
- Developing the NSW Student & Parent Experience strategic roadmap.
- Conducting the Customer Strategy & Experience maturity assessment.
- Amending the NSW Education School Excellence Framework.
- Contributions to NSW ChatEdu Artificial Intelligence project.

HIGHLIGHTS

- Innovation and Design Practice at Third Horizon Consulting Partners
- M&A Financial modelling for renewable business growth stream, advisory to RBC led bid consortium.
- Designed & developed end-to-end VoC program at TAFE NSW
- Small business lifecycle journey map for TAFE Digital & NSW Dept. Industry

i See my PORTFOLIO at www.davidjayhwan.kim using the password: Portfolio2023

Transformation Manager, TAFE NSW

October 2020 - October 2021 (Secondment)

Seconded from the TAFE NSW Future & Innovation Team to accelerate the re-conceptualisation of VET education delivery and the expansion of online and virtual classroom offerings

As transformation manager of the 'Contemporary Learning Program' I was tasked with establishing a statewide response to the shortfall of digitally enabled TAFE NSW education offerings, made evident through the covid-19 pandemic. As an untapped opportunity, the role required significant executive level engagement, as well as cross-functional collaboration with education, technology and physical infrastructure teams, to create a robust solution to bridge the unique education context of vocational training.

My responsibilities included:

- Identifying core business problem, analysis available data and evaluating solutions as well as the feasibility, risks, and benefits of various options.
- Engaging senior executives on program strategy and garnering support for investment into new product offering and supporting infrastructure.
- Managing cross-functional teams of senior education, technology and infrastructure architecture staff, and program interdependencies.
- Managing parallel initiatives including course development, technology upgrades and the development of purpose build physical spaces.

Key achievements include:

- Developed prototype concepts for connected delivery spaces.
- Received investment to expand connect delivery to over 200 locations.
- Identified over 20 pilot courses for statewide expansion.

Customer Experience (CX) Business Partner, TAFE NSW FUTURE & INNOVATION

Mar 2018 - Mar 2022

Recruited into the new Future & Innovation team, tasked with re-imagining vocational education and TAFE NSW, 5 to 10 years into future.

Being the business partner to TAFE NSW statewide corporate teams (as separate to supporting geographic education teams), I was tasked with challenging the status quo and driving business innovation across the corporate functions of this 125 year old institution. I supported the Chief Operating Officer and the Corporate Senior Leadership team, representing the voice of the customer and providing strategic advice on customer needs and decision making.

My aspiration and great achievement was being able to drive the shift in organisational culture, from a risk based culture towards a customer centric decision making culture, creating opportunity for innovation in vocational products and services, as well as business process improvements.

My responsibilities included:

- CX advisory & support the COO, Chief Risk Officer and the General Managers responsible for Transformation, Marketing, Infrastructure, ICT, Student Services, HR & multiple enterprise program Steering Committees.
- Identifying and leading innovation initiatives, customer experience and strategic improvements across TAFE NSW corporate & digital teams.
- Insight generation and advocacy for the voices of the customer.
- Conducting CX, HCD and innovation workshops and training with leaders, educators, and customer service staff across TAFE NSW.

Key achievements include:

- Developing TAFE NSW's end-to-end customer journey map.
- Designing and implementing end-to-end Voice of Customer program.
- Automating technology system for data analytics and reporting.
- Embedding VoC metrics into operational improvement processes.
- Created the NSW small business lifecycle journey map for TAFE Digital and the NSW Department of Industry.
- Incorporated 'customer' as a key requirement for all enterprise projects.

Management Consultant, THIRD HORIZON CONSULTING PARTNERS

Mar 2015 - Mar 2018, Associate to Senior Associate

Joined the boutique Australian strategy consulting firm, as a management consultant working across all industries, with particular alignment to the capability practices of Innovation & Design, as well as Business Technology.

I supported a range of clients spanning from government services, to transport, to energy utilities in a range of strategic projects spanning M&A, business model innovation, to data analytics and technology architecture. Additionally I supported business development through proposal writing as capability development for junior consultants.

My responsibilities included:

- Communicating complex ideas through clear presentations.
- Developing engagement proposals and consulting offerings.
- Project scoping, resource management, risk management, reporting and stakeholder management to deliver project outcomes.
- Analysing quantitative and qualitative data, synthesising critical business insights and providing robust strategic recommendations.
- Problem solving and strategic thinking, to identify opportunities for growth, improvement and achieving long-term strategic goals.
- Driving innovation by leading brainstorming sessions, identifying novel technology solutions and applying innovation & design methodologies.
- Building capability in junior consultants by developing and delivering training sessions in the core consultants toolkits of problem solving.

Key achievements include:

- Financial modelling of new business growth opportunities for acquisition of energy utility by RBC led bid consortium.
- Established TransGrid's strategic growth venture into renewable energy.
- Designed business model options for the acceleration of transport innovation in Australia for Transport for NSW.
- Designing realtime performance analytics dashboard for Woolworths IT.
- Improving PMO operations for NSW FACS IT.
- Designing conferencing & telehealth technology architecture for eHealth.

Cloud Technology Consultant, IBM AUSTRALIA

Mar 2014 - Mar 2015

Promoted to a consultant role in IBM Australia's new Cloud Technology Division, spearheading the emerging cloud technology solutions in Australia. In this role, I provided strategic support to enterprise clients exploring the potential cloud technology offer for business performance.

My responsibilities included:

- Conducting cloud technology landscape and cloud readiness assessments for major IBM Australia enterprise clients.
- Cost modelling analysis of cloud technology solutions.

Key achievements include:

- Developing commercial cost model for Coca-Cola Amatil's Australian and South-East Asian business operations.

Business & Operations, Graduate Program, IBM AUSTRALIA

Mar 2012 - Mar 2014

Joined IBM Australia's accelerated graduate program, with multiple rotations across IBM Australia's Global Technology Services Division.

I worked closely with senior leaders to manage IBM's business operations across sales and technology service teams, with a key focus on developing and operating business management and reporting systems.

My responsibilities included:

- Supporting executive leaders manage reporting across sales pipeline, resource management and operational risk factors.
- Processing IT service request operations for major IBM service clients.

Key Achievements Include:

- Setting up the business operations for IBM's new Cloud Services Division.
- Migration of IT Service Delivery Operations for IBM major banking client.
- Awards for graduate speech competition and innovation video blog series.