

Dr. Boyeun Lee



Being part of DIGITLab has made me proud and grateful for the opportunity to work with many brilliant and inspiring academics, while also gaining a broader perspective on fostering data/AI-led design innovation.

Boyeun Lee is a qualitative researcher specialising in design-led digital innovation, with a particular focus on big data and AI for new product and service development. Boyeun joined DIGITLab in June 2022 and held the position until she began her lectureship in March 2024. At DIGITLab, she worked on WP5 (Data-Driven Design), investigating how data can inform the design of the next generation of products and services to be human- and society-centred. Her key contributions included developing an evidence-based Data-Driven Design Framework (Lee and Ahmed-Kristensen, 2025), as well as creating Data-Driven Design Toolkits and Processes that industry practitioners can apply to generate value through data, reflecting their business challenges and opportunities (Lee and Ahmed-Kristensen, 2024).

Boyeun Lee is currently an Assistant Professor in Design and Innovation at the University of Exeter Business School. Her research focuses on critically examining the challenges and opportunities that arise from designing and applying emerging technologies, such as AI, Big Data, and IoT, and translating these into effective design strategies for value creation. She is particularly interested in how data and artificial intelligence can transform conventional design practices and processes to develop innovative products and services.