

Dear My Coupang - What's Your Nickname?

2022. 1. 19.







What are the most commonly used nicknames, then?

Jay.
About 100 people use it.

Lots of Koreans have the "j" sound (ㅈ) in their real names.

Both of these also have ㅈ in names.

The second most popular is Daniel (86 people) and the third is Leo (82 people).

Do you just use English nicknames?

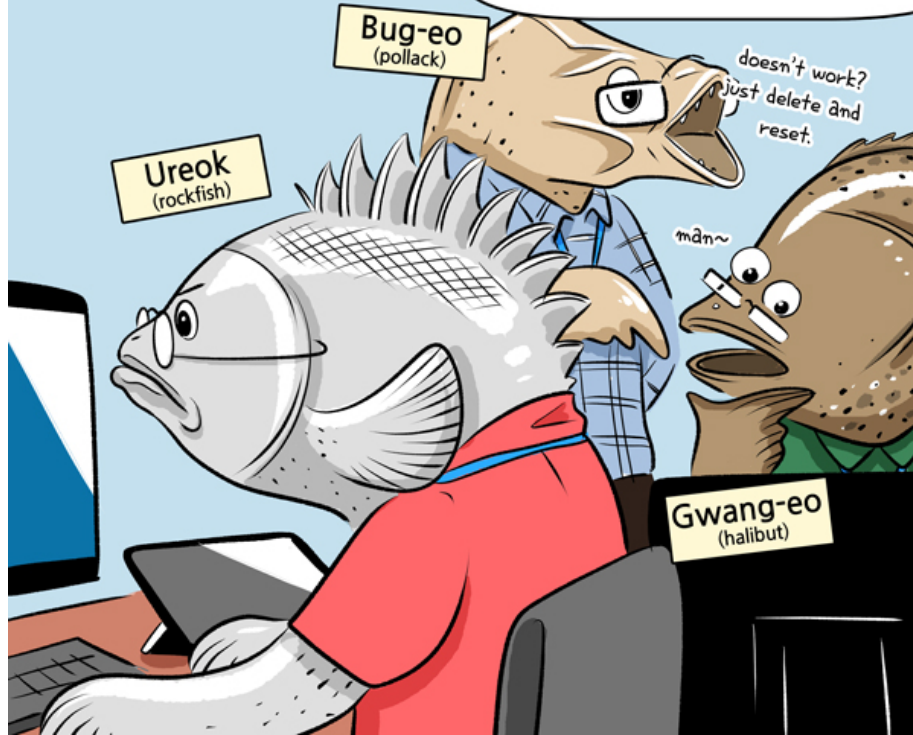
No, it doesn't have to be English. You can use any word you like.

When we first started using nicknames at Coupang, someone used Arbor-nim (sounds like "father" in Korean) and another person called herself Joo-nim (the Lord).

gasp!

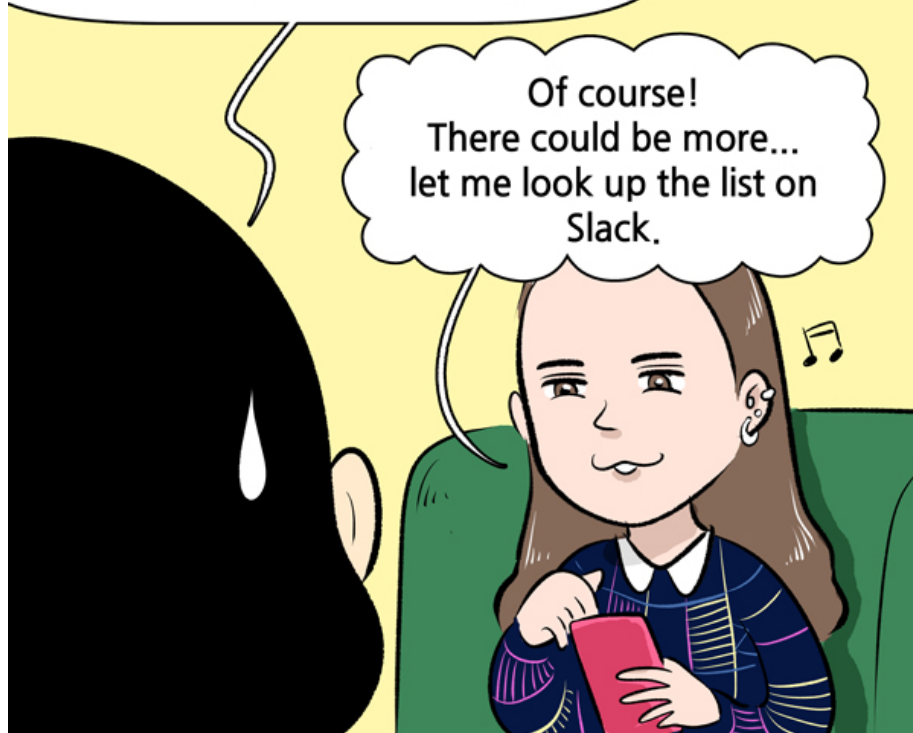
And there was a team of IT engineers who all used names of fish.

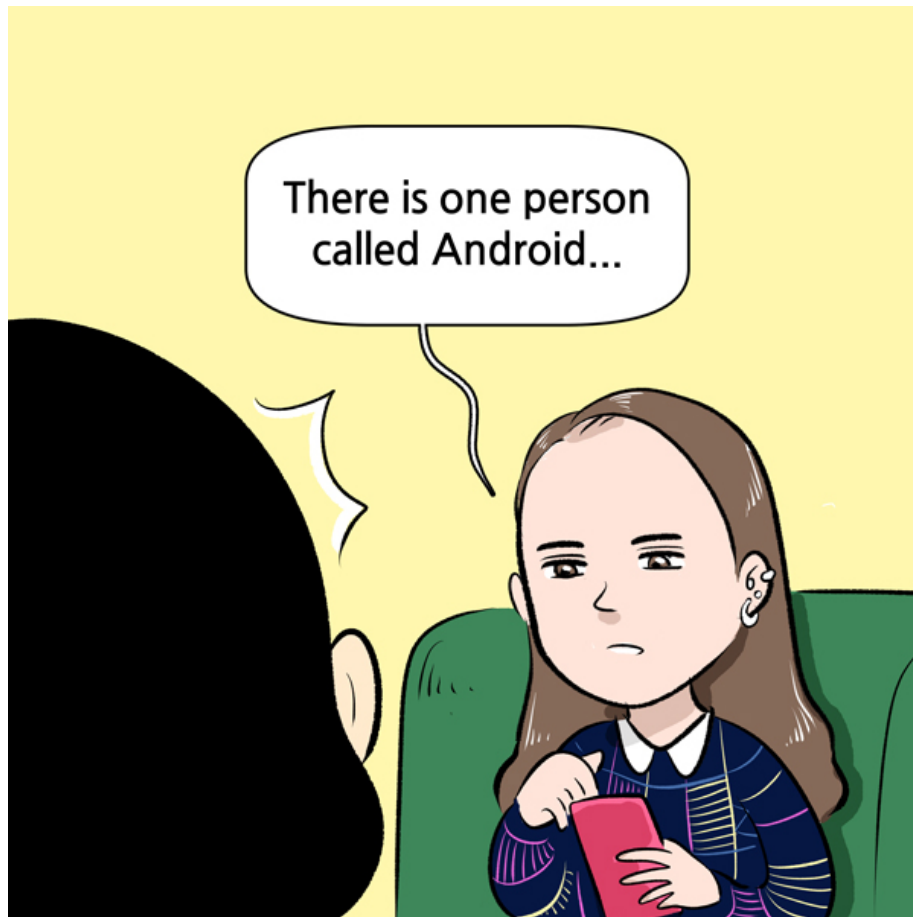
So, the whole team was called the ocean farm.



I expected a big company like Coupang must have somewhat of a rigid corporate culture, but seems like it's much more free-spirited than I thought.

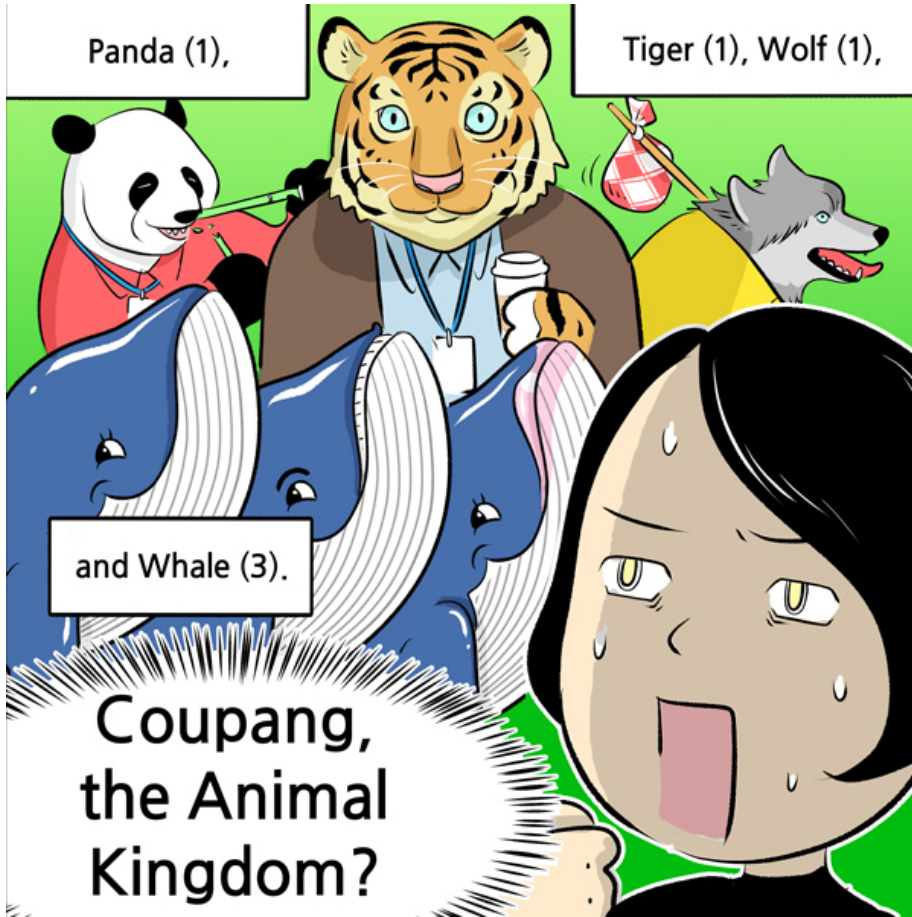
Of course!
There could be more...
let me look up the list on Slack.





Panda (1),

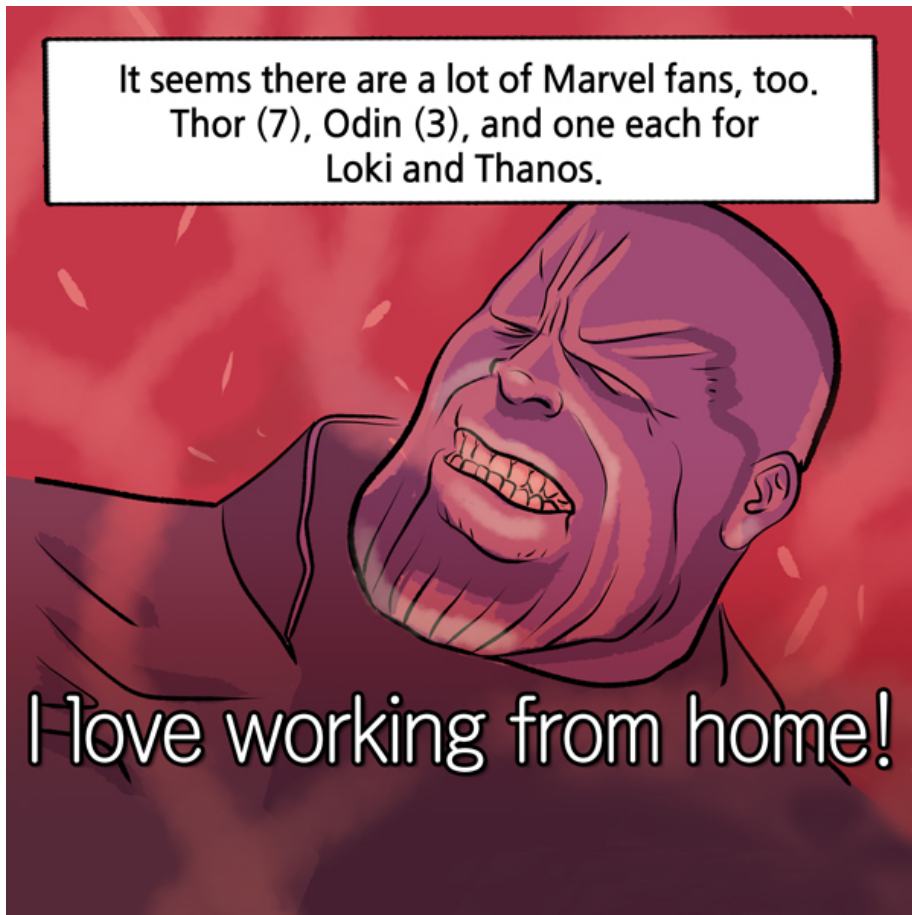
Tiger (1), Wolf (1),



and Whale (3).

Coupang,
the Animal
Kingdom?

It seems there are a lot of Marvel fans, too.
Thor (7), Odin (3), and one each for
Loki and Thanos.



I love working from home!

and the manager of the
seafood sourcing team
calls himself Ocean~



There are nicknames with
personal meanings as well.



I named myself after my favorite guitarist, John Peter Petrucci!

I actually wanted to use Gibson but it was already taken by somebody else!



Rucci

Busker

I used to do busking~ when I lived in Ireland~

Can someone be named by someone else?

I was. I couldn't decide my nickname when I first came here, so my boss gave me one.



How about Sergei?
I am a fan of Russian literature.

Cool, sounds like a secret agent!

