Seyeon Jo

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USER EXPERIENCE DESIGNER

UX UI DESIGN | USER RESEARCH | TIME MANAGEMENT

SUMMARY OF QUALIFICATIONS

User Research Skills

- Proficient in early-stage concept validation and adept in both generative and exploratory research methods.
- Experienced in a range of user research techniques, with the ability to clearly communicate findings to enhance user empathy.
- Skilled in integrating user research into product iterations and creating visual artifacts like wireframes and prototypes.

User Experience Design Skills

- Strong design acumen focused on impactful user experiences, with proficiency in Adobe Creative Suite.
- Experienced in using prototyping tools like Figma, Balsamiq, Adobe XD, Sketch, and InVision.
- Capable of incorporating user and usability testing seamlessly into the prototyping process.

Independent Team Player

- Effective team collaborator with the capacity to execute tasks independently and proactively address potential issues.
- Demonstrates initiative and adaptability, handling tasks of varying scales to support team goals.
- Anticipates challenges and contributes actively to team efforts, ensuring high-quality outcomes.

WORK EXPERIENCE

Junior User Experience Designer   Jan. 2024 – Apr. 2024
Ministry of Transportation, Toronto, ON

- Worked on usability testing and developed user personas for the MTO Data and Information Strategy (MDIS), enhancing data-driven decision-making and user interface navigation.
- Streamlined the Fee for Service (FFS) Procurement process, creating detailed flowcharts and documentation to facilitate easier manager understanding and execution of candidate hiring procedures.
- Contributed to the Global Talent and Settlement Services Division (GTSSD) & Immigration, Promotion, Employment, Outreach (IPEO) CRM project by engaging in discovery sessions and user persona mapping to identify improvement areas.
- Played a key role in redesigning the Roadside Scheduling System (RSS) and Certification Management System (CMS), focusing on user experience improvements and system usability.
- Spearheaded the design and development of "PingBot" for the 5th Annual OPS Phenomenal Hackathon, an AI chatbot aimed at centralizing learning resources for OPS employees, which involved conducting user research, persona creation, and prototype design.

EDUCATION

Software Engineering Technology (Co-op) Advanced Diploma   Jan. 2023 - Present
Centennial College, Toronto, ON   *GPA: 4.32/4.5 (A)*

Relevant Coursework: Programming, Web Development, Data Structures and Algorithms, Database Concepts, Software System Design, Software Testing and Quality Assurance

- Member of *Computer Coding Club* at Centennial College, a student-led group that helps improve technical skills

Bachelor of Art Digital Experience Design   Jan. 2021 - Dec. 2022
George Brown College, Toronto, ON   *GPA: 3.94/4.0*

Relevant Coursework: Information Architecture, Interface Development, Interaction Design Theory, Design Process & Management, Usability Testing, Digital Experience Design

AWARD & CERTIFICATION

2nd place - OPS Phenomenal Hackathon AI chatbot (User-centered and accessible Section)
- Role: UX/UI Designer for "PingBot", an AI chatbot streamlining OPS's professional development search.
- Achievements:
    - Innovated role and skill-based course search solutions, enhancing the OPS learning journey.
    - Managed design lifecycle from research to high-fidelity prototyping, focusing on user needs and accessibility.
- Skills: Proficient in Figma, front-end technologies, cross-functional collaboration, and user-centric design principles.

3rd place - Scarborough Food Network Hackathon (Foodbank App)
- Role: UX/UI Designer for a platform improving Food Bank event, program, and drive information access.
- Achievements:
    - Partnered with developers to ensure a user-friendly and accessible interface, obtaining direct user feedback for refinements.
    - Delivered a functional design that balances aesthetics with user experience, streamlining organizer communication.
- Skills: Specialized in Figma, React, TypeScript, user experience design, and accessibility compliance.

ACADEMIC PROJECTS

Journal App
- Role: UX/UI Designer & Developer, a personal journaling web application, focusing on intuitive UX/UI with Figma and stylish CSS implementation.
- Achievements:
    - Executed design and development from wireframing to usability testing, ensuring a user-first interface.
    - Delivered an engaging application, optimizing user interaction and interface consistency.
- Skills: Proficient in UX/UI design, CSS, CRUD operations, and version control with Git.

VOLUNTEER EXPERIENCE

Translator Volunteer	Earth Hero, Remote	July 2023 - Present
Journaling Volunteer	Women Who Code, Remote	Jan 2023 - Present