

Sooa Mo

UX/UI Designer, Web Developer

604-790-4267

https://sooamo.github.io/portfolio_2025/index.html

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SKILLS

Design Tool

Figma, Adobe Photoshop, Illustrator, Indesign, Premier Pro, Dreamweaver, Visual Studio Code

Design Method

Wireframing, Persona, Storyboarding, Userflow, Usability Testing, Activity Diagram

Software Development

HTML/CSS/JS, GitHub, Java, Python

WORK EXPERIENCE

Simon Fraser University Graduate Studies Office

Aug 2023 - Aug 2024

Communications and Marketing Associate

- Improved readability of outdated organization websites using modern and user-friendly UI/UX design elements according to organization style guidelines with HTML/CSS on the Adobe Experience Manager(AEM) platform.
- Led digital graphical designs of various banners and posters for organization websites and social media images, as well as printed graphical designs of promotional materials including banners for organization events, the office storefront sheet using Adobe InDesign, Photoshop, and Illustrator.
- Revived outdated internal HTML-based student profile generator by simplifying updates for individuals unfamiliar with HTML and incorporating clear comments on input fields and functions, improving compatibility and user-friendliness. Furthermore, enhanced team understanding of the program by demonstrating use and creating a user manual for the team.

PROJECTS

Tatreez

UX/UI Designer

Feb 2023 - Apr 2023

- Co-led design of the program, catering to both beginners and experienced cross-stitchers by utilizing Figma to create prototypes of each feature and optimizing user flow through activity, OOP and sequence diagrams.
- Enhanced the program by conducting heuristic evaluations, user testing, and utilizing the Creativity Support Index (CSI) to gather feedback.

Virtual Space

UX Researcher

Nov 2022 - Dec 2022

- Conducted UX research for the virtual museum of Indigenous artworks from Vancouver International Airport (YVR).
- Explored convenient and impactful forms for users through usability tests, providing valuable data in virtual spaces.
- Analyzed research findings using affinity diagrams to identify key insights and prioritize important aspects for enhancing the user experience.

Bye-nary

UX/UI Designer

Jun 2022 - Aug 2022

- Conducted in-depth UX research by interviewing and analyzing the needs and preferences of the LGBTQ+ community to create well-defined personas.
- Utilized wireframes, high-fidelity mockups, and prototypes to design the user interface for Bye-nary application.
- Gathered valuable feedback from users through usability testing sessions, allowing for iterative improvements and enhancements to the UX design.

EDUCATION

Simon Fraser University

Jan 2021 - May 2025

Interactive Arts and Technology, BSc.
Concentration in Design and Interactive System