Sooa Mo

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SKILLS

Design Tool

Figma, Adobe Photoshop, Illustrator, InDesign, Premiere, Visual Studio, Hootsuite

Design Method

Wireframing, Persona, Storyboarding, Userflow, Usability Testing

Software Development

HTML/CSS/JS
GitHub, Java, Bootstrap

WORK EXPERIENCE

Simon Fraser University Graduate Studies   Aug 2023 - Aug 2024
Communications and Marketing Associate

- Updated outdated internal forms using Adobe InDesign, aligning them with the latest brand guidelines and improving usability for SFU graduate students and faculty through interactive textboxes and intuitive layouts.

- Managed website using Adobe Experience Manager (AEM) & HTML/CSS, removing outdated information and updating content related to job postings, volunteer opportunities, and academic news. Redesigned key pages — including the Indigenous Graduate Students webpage — by restructuring layout and visual hierarchy to enhance clarity and accessibility.

- Led the design and production of digital and print materials such as web banners, event posters and social media graphics supporting campus-wide outreach and graduate student engagement using Adobe Creative Suite.

- Redesigned the Canvas orientation course layout for new SFU graduate students, improving visual clarity and user navigation. The course is accessed by over 1,000 students annually to support their onboarding experience.

- Revived an outdated internal HTML-based profile generator by restructuring the code, documenting inputs, and producing a user manual and demo to support the SFU Graduate Studies CAPE team.

PROJECTS

FLUI Design Hackathon - Banana Art Lab   Feb 2025
UX/UI Designer

- Participated in a 3-day design hackathon to improve the website of Banana Art Lab, a small local business, by addressing usability issues around their booking system and overall site navigation through rapid design iteration.

- Led the design of the booking system, user flow and created original illustrations, aligning with the client's playful and vibrant brand identity using yellow and pink colour schemes across key interface elements.

- Worked collaboratively from initial client meeting to final delivery, producing moodboards, wireframes, high-fidelity mockups, and an explanatory video using Figma and other collaborative tools within the tight project timeline.

Jadeco   Sep – Dec 2024
UX Researcher & Graphic Designer

- Partnered with Jade deco (Jadeco), a China-based jade home décor brand expanding into Vancouver, to develop localized brand strategies. Led field research across shopping centres, crystal shops, furniture stores, and jewelry retailers in Metro Vancouver, and attended events like the Vancouver Fall Home Show to understand how jade products are presented and perceived in both retail and convention settings.

- Created user journey maps and developed multiple storyboards, proposing engagement strategies such as QR-linked thank-you cards and localized social media campaigns. Illustrated and edited the final brand communication video and co-authored a comprehensive guideline, aligning visuals with both cultural heritage and local market expectations.

Tatreez   Feb – Apr 2023
UX/UI Designer

- Designed a web-based cross-stitch app tailored to both beginners and experienced users, using Figma to prototype interfaces that supported different skill levels and creative goals.

- Refined the interface through heuristic evaluations and user testing, incorporating feedback from peers and instructors via the CSI (Client-Student Interaction) process to enhance usability and clarity.

- Mapped user flows and system interactions using Activity, Sequence, and OOP diagrams, ensuring logical task structure and an intuitive navigation experience.

EDUCATION

Simon Fraser University   Jan 2021 - May 2025
Interactive Arts and Technology, BSc.

- Co-operative Education
- Concentration in Design and Interactive System

Languages

- Korean - Fluent
- English - Proficient

Interests

- Drawing
- Video Games