

Sooa Mo

UX/UI Designer

 604-790-4267

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

 sooa24@gmail.com

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- Improved readability of outdated organization websites using modern and user-friendly UI/UX design elements according to organization style guidelines with HTML/CSS on the Adobe Experience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- Revived outdated internal HTML-based student profile generator by simplifying updates for individuals unfamiliar with HTML and incorporating clear comments on input fields and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

The Diary

Speculative Designer / Story Developer

Mar - Apr 2025

- Led narrative and worldbuilding for an installation exploring digital footprints, surveillance, and the illusion of privacy.
- Designed a metaphorical diary using visible and UV ink to represent public vs. hidden digital traces.
- Contributed to concept framing, design strategy, and storytelling methods for final exhibition delivery.

Jadeco

Design Researcher / Visual Storyteller

Sep - Dec 2024

- Collaborated with a jade home décor brand expanding into Vancouver to develop localized brand strategies.
- Conducted retail field research and created visual storyboards proposing speculative marketing concepts.
- Produced all storyboard visuals and co-authored the final brand communication guidelines.

Tatreez

UX/UI Designer

Feb - Apr 2023

- Designed a digital cross-stitch program for beginners and experienced users with Figma prototypes.
- Improved design through heuristic evaluations and user testing, supported by CSI feedback.
- Mapped user flows using Activity, OOP, and Sequence diagrams to refine user experience.

EDUCATION

Simon Fraser University

Jan 2021 - May 2025

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