

# SOOJIN LEE

## ABOUT ME

I am Soojin Lee, an interactive developer/designer. I provide technology-powered design solutions to complex problems.

✉ [lee.soojin@nyu.edu](mailto:lee.soojin@nyu.edu)

🌐 [www.soojinlee.info](http://www.soojinlee.info)

in [in/soojin-lee0819](https://www.linkedin.com/in/soojin-lee0819)

## EDUCATION

### NYU Abu Dhabi

#### B.A. Interactive Media

Sep 2019 - Present

Minors in Film & New Media  
and Design  
Cumulative GPA: 3.96

## SKILLS

### UI/UX Design

Sketch & Wireframe,  
Prototype, Visual Design,  
User-Testing, UX Research

### Film & Game

Color Correction,  
Post-Production, Animation  
Game-Design, Play-Testing,  
Digital Marketing

### Software

Figma, Adobe Creative Suite,  
Autodesk Fusion 360,  
DaVinci Resolve, Arduino,  
Godot, Aseprite,  
ProTools, Logic Pro X

### Programming

HTML / CSS, JavaScript,  
Python, p5.js, Processing

## EXPERIENCE

### UI/UX Design & Research Intern

**Hall Pass Studios** • Jun 2021 - Present

Produced Citation, a web-adventure game.

- Designed 2D pixel art assets and the company logo
- Consulted game-design, conducted play-testing, and made iterations to optimize the user experience
- Produced a trailer and visual marketing materials

### Creative Consultant Intern

**Labocine** • May 2020 - Aug 2020

Created videos and visual materials for marketing.

- Produced a marketing video explaining the PRO feature of Labocine, which exceeded 74.4k views on Facebook
- Conducted customer surveys and researched potential users of Labocine PRO

### DeepTech Incubator Participant

**StartAD DeepTech Incubator** • May 2020 - Aug 2020

Assisted with visualizing Labocine's business model.

- Conducted market research and developed a scalable business model for Labocine's new features
- Designed visual pitch-deck for the final Demo

## PROJECT & LEADERSHIP

### Google Developer Student Club

**Marketing Lead** • Aug 2021 - Present

A marketing lead of NYU Abu Dhabi Google Developer Student Club.

### Blockchain Collective

**Marketing Lead** • May 2021 - Present

Organizing and promoting events on blockchain and cryptocurrency for the students at NYU Abu Dhabi.

### The James Dyson Award

Participated in the 2020 James Dyson Award.  
Innovated and prototyped slip-safety bathroom stickers.