

SOOJIN LEE

ABOUT ME

Hello, I am Soojin Lee, a multidisciplinary designer. I provide creative design solutions to complex problems.

- ✉ lee.soojin@nyu.edu
- 🌐 www.soojinlee.info
- in linkedin.com/in/soojin-lee0819

EDUCATION

NYU Abu Dhabi

B.A. Interactive Media

Sep 2019 - Present

Minors in Film & New Media and Design

Undergraduate 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, 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

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 game title
- 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

Provided with fresh directions & visual materials for marketing.

- Created 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.