

# SOOJIN LEE

## BA in Interactive Media | Film & New Media

@ soojin\_lee@nyu.edu

📍 New York, United States / Abu Dhabi, United Arab Emirates

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

## EDUCATION

New York University Abu Dhabi

**Bachelor of Arts | Double Major**  
**Interactive Media | Film & New Media**

📅 Aug 2019 – May 2023 📍 Abu Dhabi, UAE

- Undergraduate GPA: 3.96

## EXPERIENCE HIGHLIGHTS

Marketing Lead

**NYU Abu Dhabi Google Developer Student Club**

📅 August 2021 – Present 📍 Abu Dhabi, UAE / Remote

- A marketing lead and founding member of NYU Abu Dhabi Google Developer Student Club.

UI/UX and Research Intern

**Hall Pass Studios (Serious Game Collaborative)**

📅 June 2021 – Present 📍 New York, USA

- Developed a web adventure game designed to help NYU students learn academic integrity concepts.
- Created 2D top-down pixel art assets for the game and designed the game title.
- Consulted the game-design and conducted play-testing to optimize the user experience.

Creative Consultant Intern

**Labocine (Science Film Streaming Platform)**

📅 May 2020 – August 2020 📍 New York, USA

- Produced and marketed videos explaining the PRO feature of Labocine, which exceeded 74.4k views on Facebook.
- Conducted customer surveys and reached out to potential users of Labocine PRO.

DeepTech Incubator Program

**StartAD DeepTech Incubator Program**

📅 May 2020 – August 2020 📍 Abu Dhabi, UAE

- Conducted a market research and developed a scalable business model for Labocine under advisors' mentorship.
- Designed the pitch-deck materials for the final Demo.

Resident Assistant

**NYU Abu Dhabi Residential Education**

📅 August 2020 – May 2021 📍 Abu Dhabi, UAE

- Promoted a positive and safe living environment for 25 residents in the midst of a global pandemic by providing resources and enforcing campus life policies.
- Initiated, marketed, and led Faculty Fellow In Residence (FFIR) events to encourage meaningful interactions between faculty and students.

## TECHNICAL SKILLS

HTML5 CSS p5.js ProTools

Logic Pro X DaVinci Resolve 17

Adobe Photoshop Adobe After Effects

Autodesk Fusion 360 Aseprite

## PROJECTS

The James Dyson Award

**Design Engineering Project**

- Designed working prototype of slip safety bathroom stickers.
- Innovated the use of hydrochromic color-changing properties to visualize wet surfaces.

NYU Shanghai Application Lab

**Mobile App / Physical Product Prototype**

- Innovated and designed UI/UX for mobile applications using Figma.
- Invented and rendered physical product prototypes using Fusion 360 CAD software.

NYU Communications Lab

**Multimedia Art / Web Development**

- Created multimedia projects and developed websites using CSS, HTML5, and JavaScript.

Intro to Interactive Media Class

**Digital Processed Arts and Games**

- Coded and created digital artworks and interactive games using Processing and Arduino.

LabCast | NYU Production Lab

**Podcast Sound Engineer**

- Edited, mixed, and mastered an episode for LabCast podcast.
- A founding member of NYU Abu Dhabi Production Lab Team.

## EXTRACURRICULARS

Marketing Lead of Blockchain Collective

📅 May 2021-Present 📍 Abu Dhabi, UAE

- Founded Blockchain Collective Student Interest Group with 5 other board members.
- Organized events and workshops on blockchain and cryptocurrency.