

SUSAN SEO

UX/UI Designer

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EDUCATION

University of Texas at Austin
May 2017 | GPA 3.48

B.B.A. in Management
Information Systems

Elements of Computer
Science Certificate

DESIGN SKILLS

SKILLED IN

Sketch
Illustrator
Photoshop
InVision
JIRA

FAMILIAR WITH

Adobe CS
InDesign
Dreamweaver

COMPUTER SKILLS

WORKING KNOWLEDGE IN

Python
Oracle SQL
HTML/CSS

FAMILIAR WITH

Swift
C#
Bootstrap

WORK EXPERIENCE

SchooLinks | UX Intern

JAN 2017 - PRESENT

- Convert **complex user stories** with multiple roles (student, parent, counselor) and varied access levels (*logged in vs guest user*) into **innovative prototypes** for engineering team
- Collaborate with product manager to develop, refine and deliver **user-centered solutions** for issues found through usability testing
- Prove ability manage workload in a self-motivated manner by creating **clean, consistent user interface** deliverables in **two-week sprints**

Campus Renewal | Media Intern

SEP 2016 - DEC 2016

- Redesigned and developed responsive magazine page on Wordpress using CSS & HTML, **improving its visual design** and fixing any technical bugs through feedback from media team
- Performed **content audit** on entire website and documented ideas for improving information architecture (IA) and consistency of website

IBM | Mobile Design Intern

JUN 2015 - AUG 2015

- **Wrote easy to understand** app specifications for two speculative iOS apps based on user stories, competitor analysis and low fidelity prototypes
- Collaborated with TopCoder to crowdsource design solutions for above apps; led weekly design critiques to rank design solutions, proving ability to **present to a multi-disciplinary team** and effectively **communicate the rationale** behind selection of top designs
- Presented above ideas, along with a virtual reality project, to group of **30-40 people**, including departmental stakeholders and interns at IBM headquarters

LEADERSHIP EXPERIENCE & ACTIVITIES

Design Collective | Creative Director, Instructor

JAN 2015 - JAN 2016

- Used **excellent interpersonal skills** to create and teach a semester-long curriculum about UX, UI, typography and design tools to 10-30 students
- Provide user experience (**UX**) **consulting** for developers by leading them through various UX methodologies such as user flows, stakeholder interviews and competitor analysis

PROJECTS

Snakeskn | UX/UI Designer

JAN 2016 - FEB 2017

- Led product development meetings with developers and founder to **determine functional requirements** and technical limitations of the Snakeskn app, a startup that helps retailers crowdsource sizing data and reviews from online users
- Collaborated with founder and mentors to shift product's business strategy, honing in on **research of quantitative metrics** such as decreased return costs and increased in customer satisfaction from informed shoppers using Snakeskn sizing metrics