



NATALIE SO.

Interaction and Experience Designer

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EDUCATION

AUG 2021 - MAY 2025

University of Southern California

UCLA and Young Academy

B.S in the Arts, Technology, and Business of Innovation

*Sample coursework: Motion Graphics, 3D Design,
Web Development, Designing Immersive Media*

ACCOLADES

MAR 2021

USC, Dean's Scholarship

Quarter-tuition awarded to incoming students
on the basis of academic and extracurricular activity

DEC 2020

Columbia Scholastic Press Association

Two-time Gold Medalist awarded for publication
design work in Chinese International School's
longest-running bilingual magazine, XiaoHua

JUN 2020

Rising Phoenix Film Awards (HK)

Best Picture, Best Cinematography,
1st Runner-up Best Editing

SKILLS

CREATIVE

UI/UX Design
Motion Graphics
Branding
3D Rendering
Prototyping
Videography

SOFTWARE

Figma
Cinema 4D
Photoshop
Illustrator
After Effects
Premiere Pro

TECHNICAL

HTML/CSS
Python
Func. JavaScript

LANGUAGES (NATIVE)

English
Cantonese
Mandarin

EXPERIENCES

SEP 2021 - PRESENT

Product Designer

LavaLab, University of Southern California

- Worked alongside a product manager and two developers to create and pitch an MVP to venture capitalists.
- Conducted user and competitive research; wireframed, designed and prototyped the UI/UX for a productivity web tool.

NOV 2021 - DEC 2021

Product Designer

Halfway There Van Frames

- Rebranded their existing identity with a new logo, typeface and colors to better suit their consumers.
- Digitally rendered 30+ product images for their website and general marketing use.

JUN 2020 - FEB 2021

Storyboard Artist & Graphic Designer

"Red Rain" Film Production

- Worked closely with the Director, Cinematographer and Editor to develop storyboards during pre-production.
- Produced the official movie poster and collaborated with the Art Director to design props for the set.

JUN 2020 - AUG 2020

Production Intern

Hong Kong Youth Arts Foundation

- One of two filmmakers selected to produce a 6-minute documentary about their YAC summer programme.
- The process included: storyboarding, interviewing, directing, shooting and editing.

JUN 2020 - JUL 2020

Creative Director

CARAXY Diamond Technology Limited

- Released a campaign titled "Growing Love" to advertise a new line of engagement rings.
- Shot and edited the campaign commercial, product close-up stills and videos for their e-commerce store; developed posters for in-store advertising.