


Natalie So

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EDUCATION

University of Southern California Aug 2021 - May 2025

Major: Iovine and Young Academy (B.S in the Arts, Technology, and Business of Innovation)

Sample Coursework: Designing Digital Experiences, Motion Graphics, 3D Design, Designing Narrative Media

Chinese International School (HK) Aug 2007 - June 2021

International Baccalaureate Diploma

Emphasis: Film, Economics, Mathematics

Notable Awards: Computer Science Award, Communitas Award, 6x Head's Commendation (90% and above on grades)

EXPERIENCE

LavaLab Sep 2021 - Present

Product Designer

Worked in teams of 4 to create and pitch a MVP to venture capitalists within 10 weeks; designed the UI/UX and overall brand strategy for a productivity web extension.

"Red Rain" Film Production Jun 2020 - Feb 2021

Storyboard Artist & Graphic Designer

Developed pre-production storyboards; designed the official movie poster and other graphical props.

Hong Kong Youth Arts Foundation Jun 2020 - Aug 2020

Production Intern

One of two filmmakers selected to produce a 6-min documentary about their Youth Assistant Choreographer summer programme.

CARAXY Diamond Technology Limited Jun 2020 - Jul 2020

Creative Director

Shot and edited product stills, in-store advertising posters, video ads and product close-ups for their new campaign.

XiaoHua Magazine Aug 2019 - Dec 2020

Director of Design

Designed CIS' longest running, bilingual magazine using Adobe InDesign; lead and mentored a team of 15 designers.

A Drop In The Ocean Aug 2018 - June 2021

Graphic Designer

Mentored by environmental consultant, Metanoia, lead a school-wide audit on our school's carbon footprint and created a series of infographics to advocate for greater sustainability.

SAMPLE PROJECTS

TutorReach Feb 2020 - May 2020

UI/UX Designer

Seminalist from 130 teams; 3-round team competition; mentored by Columbia Business School faculty and developed a business pitch deck.

Student Arts Executive Aug 2019 - Jun 2020

Media Team Co-leader

Produced videos for the school's weekly art initiatives; accumulated 5,900+ views.

HONORS

Dean's Scholarship

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

2x Gold Medalist Award

Highest recognition by Columbia Scholastic Press Association for student journalist's digital media publications worldwide

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

2020 Rising Phoenix Film Awards (HK)

SKILLS

Creative

UI/UX Design

Branding

Videography

Motion Graphics

3D Rendering

Software

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD

Final Cut Pro

Blender

Unity

Figma

Technical

HTML/CSS

Javascript

Python

Java

Languages

English

Mandarin

Cantonese