SERA PARK

Portfolio:
https://seropark.github.io/sera.github.io/

Surry Hills, NSW 2010

naseraya@gmail.com

0490 815 055

UI/UX Designer with a Bachelor's in Interaction Design from the University of Sydney. Expertise in UI design, web design, user research, and coding, with proficiency in Adobe XD, Figma, and AfterEffects. Multilingual in English, Korean, and Japanese, with strong communication and leadership skills. A reliable team player and independent worker, skilled in time management to deliver user-focused, innovative digital experiences that align with business goals.

EDUCATION

Bachelor of Interaction Design   *University of Sydney*

- User Experience Research
- User Interface Design
- Information Visualisation
- Front End Development (HTML, CSS, JavaScript)
- Virtual Reality Design

PROFESSIONAL EXPERIENCE

Administrative Officer   SOR Services Pty Ltd, Sydney, NSW
June 2024 – December 2024

- Managed client communications, ensuring responses within 30 minutes to maintain satisfaction.
- Liaised with clients (strata managers, real estate agents, and building committees) to schedule services and address inquiries.
- Coordinated tasks with contractors, ensuring efficient workflow.
- Reviewed and edited invoices using Xero; issued sales invoices for one-time services.
- Provided after-hours support, resolving urgent client requests.

Hostess/Waitress   Nakano Darling, Haymarket NSW
July 2022 - June 2024

- Delivered exceptional service in a traditional Japanese izakaya, managing reservations and coordinating seating arrangements.
- Addressed customer inquiries and complaints with cultural sensitivity, ensuring satisfaction across diverse customers.

ISA Leadership Program ISA Winter Program, Japan

July 2022 - June 2024

- Facilitated English-language discussions on identity and leadership, fostering cultural exchange.
- Mentored Japanese high-school students in speech writing and presentations, enhancing public speaking skills.
- Collaborated with teachers and parents to organise impactful presentations.

CORE SKILLS

- UI/UX Design: UI design, wireframing, prototyping, interaction design
- Web Development: HTML, CSS, JavaScript, responsive design
- Prototyping Tools: Figma, Adobe XD, AfterEffects
- User Research: Usability testing, user interviews, insights analysis
- Problem Solving: Critical thinking, attention to detail
- Communication: Verbal, written, and visual communication
- Languages: English (native), Korean (native), Japanese (intermediate)
- Time Management: Effective task prioritisation, deadline management

PROJECTS

MindShare

Mobile Application

- Contributed to the design of a mental health app focused on stigma reduction and anonymous support.
- Led research, ideation, and prototyping, employing a user-centred design approach.

Sam Explores

Interactive Storybook & Mobile Application

- Designed an interactive platform for promoting family discussions on sex education, aligned with SDG 4: Quality Education.
- Led interaction design and user testing, ensuring accessibility and family engagement.

Penguin Plight

Educational Game

- Designed a game to explore the effects of climate change on emperor penguins' habitat through an interactive 3D environment.
- Use of Blender, C#, Unity

REFERENCES

Available upon request