SOOMIN LEE

linkedin.com/in/soominleedesign/

soomin337@gmail.com

EDUCATION

2.2017 — 6.2019	**UNIVERSITY OF SYDNEY**
	Bachelor of Design Computing
	WAM = Distinction

2.2016 — 11.2016	**QUT**
	Bachelor of Design (Industrial Design)
	WAM = Distinction

EXPERIENCE

PURELY POLISHED
Graphic Design Intern

9.2018 — PRESENT

Leading the complete rebranding for the company. Responsibilities include logo redesign, brand journal, templates, style guides, design guidance.

UNIVERSITY OF SYDNEY
Academic Design Tutor

8.2018 — PRESENT

Teaching Design Thinking and Methods to first year students majoring in Design from faculties outside of design. Responsibilities include tutoring, mentoring, marking.

OPTUS
Sales Associate

3.2018 — PRESENT

BIO DESIGN CHALLENGE
UX Designer

3.2018 — 7.2018

Was part of the Australian finalist team for the BioDesign Challenge held at MoMA in NYC. My team and I had developed a smart bandage with a heavy focus on improving the user experience on current band dressing operations.

VIVID 2018
Graphic Designer

3.2018 — 5.2018

Was the visual designer for the VIVID 2018 Light piece 'Activated'. Was in charge of the branding, and visual direction of the documentation and web surfaces.

DESIGN SKILLS

Graphic design
UX design
Interaction & UI design
Design thinking and methods
User research
Prototyping
Interviews and surveys
Usability & concept testing
Qualitative analysis methods

SOFTWARE

Adobe Ps, Ai, Id, Ae
Sketch, Invision
Autodesk Inventor, Revit
3DSMax
Processing.js
Rhino
Final Cut Pro X

HTML, CSS, JS

VOLUNTEERING

TEDxSydney Event Volunteer
TEDxYouthSydney Marketing
Vivid Sydney 2017 Volunteer
Sydney Contemporary 2017 Volunteer
Starlight Day 2017 Volunteer

PUBLICATIONS

Graphic designer for 1st reprint of
Design.Think.Make.Break.Repeat

Sketchnoting work showcased in
Design.Think.Make.Break.Repeat
http://designthinkmakebreakrepeat.com/sketchnoting/

To Whom It May Concern,

I write this letter of recommendation for Soomin Lee acknowledging the work she contributed as the role of a visual designer for my recent VIVID Sydney 2018 project *'Activated'*. As a current student of Design Computing at University of Sydney, Soomin has proved her passion for design as a student and as a striving designer. Not only does she maintain a consistent and admirable work ethic, she ensures deadlines are met ahead of time and is very punctual.

She delivers and demonstrates her creativity, sound critical thinking skills, and a wide range of design skills through her countless student projects. I took her on board as the visual designer for my vivid work this year and she produced a complete visual design which was thorough and engaging, she was able to respond to the deign brief and worked independently to complete the project.

Soomin has also been part of the first BioDesign Challenge the university has embarked on and once again has proven her work ethic and enthusiasm for challenging projects with passion. Observation can see that she works and leads in team situations and delivers beyond expectations. Her skills in graphic design and industrial design are exceptional and the growth in her design portfolio exemplifies this from her development of brand identities and logos, and UX projects.

I highly recommend Soomin Lee for any design employment/internship.

Should you have any further questions, please do not hesitate to contact me.

Liam Bray

Associate Lecturer and Co-Program Director of Design Computing
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