

SOOMIN LEE

soominlee.me

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soomin337@gmail.com

EDUCATION

- 2.2017
— **UNIVERSITY OF SYDNEY**
Bachelor of Design Computing
- 6.2019 UX Design, UI Design, Design Thinking, Interaction Design
WAM = Distinction
- 2.2016
— **QUT**
Bachelor of Design (Industrial Design)
- 11.2016 WAM = Distinction

EXPERIENCE

- 11.2018
— **DIJGTAL**
UX Design Intern
- PRESENT UX Intern conducting user research, prototyping, user testing, and creating UI flows.
- 9.2018
— **PURELY POLISHED**
Graphic Design Intern
- PRESENT Leading the complete rebranding for the company. Responsibilities include logo redesign, brand journal, templates, style guides, design guidance.
- 8.2018
— **UNIVERSITY OF SYDNEY**
Academic TA
- PRESENT Teaching Design Thinking and Methods to first year students majoring in Design from faculties outside of design. Responsibilities include tutoring, mentoring, marking.
- 3.2018
— **BIO DESIGN CHALLENGE**
UX Designer
- 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.
- 3.2018
— **VIVID 2018**
Graphic Designer
- 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 design 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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Liam Bray | Associate Lecturer & Co-Program Director of Design Computing

The University of Sydney | School of Architecture, Design and Planning
Rm 405, Wilkinson G04 | The University of Sydney | NSW | 2006



THE UNIVERSITY OF
SYDNEY

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Dear whom it may concern,

My name is Soomin, and I am crazy passionate about design. As you cannot see my face, I will tell you here with as much passion I can convey through some text - just exactly how passionate I am about design.

I live and breathe design - essentially I cannot imagine a life without it. I feel blessed everyday that I am able to study, work on and constantly experience something that I love and making money is just a bonus! Design thinking is something that I believe should be employed into every workspace whether it be a startup or corporate office as the human centred approach design is all about WORKS.

I love all aspects of design, user experience, interaction design, user interface design, service design, graphic design - you name it! My ultimate career goal would be to have a role as a product designer specialising in graphic/visual design as my creative side is bursting at the seams.

I take on every opportunity that comes my way and some would say I almost take on too much design work, however, I am so determined in my goals and my dreams and my love for design that enough never does feel like enough! On top of this, teaching design as a tutor/TA is another aspect of my life that I love as I have the opportunity to pass on my passion of design to first year university students and seeing them excel with design thinking and methods makes my heart full.

Just in case you forgot, I love design,

Soomin Lee