RACHEL YOO

UX INTERN

rachelsyoo.com | rsyoo@usc.edu | www.linkedin.com/in/rachelsyoo | Los Angeles, CA

WORK EXPERIENCE

Visual Arts and Media Lead /
Kristos Campus Missions
AUG 2021 – PRESENT

Spearheaded all media related work for the club including graphic design, videography, social media, and merch design.

Led the Visual Arts and Media (VAM) team in biweekly meetings and was responsible for organizing all logistics such as responsibility delegations, posting schedules, and overall work accountability.

Media Team Member /
God's Family Church
MAY 2022 - PRESENT

Designed graphics and flyers for the church Instagram, Facebook, and weekly announcements. Worked on additional creative projects such as t-shirt designs, pamphlets, posters, and more.

Gathered and organized information from the church body using digital tools such as Google Forms, Google Sheets, and Meta Business Suite.

Graphic Designer & Social Media Lead /
Office of Soo Yoo, AD67
JUN 2022 – AUG 2022

Designed all visual products related to the campaign such as flyers, pamphlets, social media graphics, and more.

Was in charge of managing the social media page with responsibilities such as: making and scheduling posts, handling advertisements, and creating a public presence.

AWARDS

Best Beginner Hack /
AthenaHacks Hackathon 2023
FEB 26. 2023

Won an overall event prize for most innovative and well-developed mobile application idea. Operated as team lead and co-UX Designer. Conceptualized and developed a working prototype and web model.

EDUCATION

University of Southern California
User Experience | Web Development
- Presidential Scholar
- Expected Graduation: Jun 2024

Relevant Coursework:
- Introduction to User Experience
- Building a High Tech Startup
- Marketing Fundamentals
- Communication, Technology, and Culture

PROJECTS

MediGO / CEO & UX Design Lead
JAN 2023 – PRESENT

Created a B2B Medical Tech startup concept that uses an RFID scannable wrist band with a complete medical profile (vitals included) to get first responders and caretakers the information they need.

Queue / UX Designer
AUG 2022 – DEC 2022

Conceptualized a mobile product to assist valet services in maximizing efficiency. Complete with a functional prototype, user research, and a market analysis.

SKILLS & TOOLKITS

Skills:	Toolkit:
Experience Design	Figma
Graphic Design	Canva
Illustration	Google Suite
Empathetic Thinking	Microsoft Office
User flows	Adobe Illustrator
Wireframes	Adobe Photoshop
User Testing	Adobe Premiere Pro
User Research	Clip Studio Paint
Leadership	

Languages: English, Korean (Business Proficient)