



WINONA SO

www.winonaso.com
win@winonaso.com

SKILLS & EXPERTISE

User Interface & User Experience

Skilled in creating workflows, mock-ups, prototypes, and interfaces with user-driven stories. Experienced in writing use and test cases, as well as design documentation for developers.

Adobe Photoshop & Adobe InDesign

Knowledge in iconography, typography, and creating vectored work. Highly experienced in graphic design.

Communication

Strong verbal and written communication skills. Developed through study at school, *Imprint*, and various jobs. Experienced in proofing and editing of technical and published documents.

EDUCATION

Bachelor of Arts from the *University of Waterloo* (2010 - 2014)

- Honours English - Rhetoric & Professional Writing, specializing in Digital Arts Communication
- Arts & Business Co-op Program

WORK EXPERIENCE

Digital Production Assistant at *Center for Extended Learning, University of Waterloo* (Apr. 2014 – Present)

- Develop lecture slides and materials for online courses using Adobe Captivate and Adobe Audition
- Collaborated with other production assistants and developers in designing and publishing course content

Digital Content Specialist at *Willet* (Jan. 2014 – Aug. 2014)

- Assisted VP of Customers in producing screen mock-ups, and presentation materials for client campaigns
- Created digital assets for advertising campaigns for clients such as *Gap*, *Nasty Gal*, and *Roots*

UI/UX Designer at *Sony Entertainment Network* (Sept. - Dec. 2012, May - Aug. 2013)

- Produced user interface sketches, mock-ups, workflows, and prototypes
- Created icons, graphics, and new features for Media Go software and website
- Wrote design specification documentation for developers and stakeholders

Technical Writer at *Sybase, SAP* (Jan. - Apr. 2012)

- Wrote and proofread technical documentation using Oxygen XML Editor and DITA for Sybase software

Part-time Graphic Artist at *The Artona Group* (2008-2010)

- Created marketing and promotional material for The Artona Group
- Designed and created graphics for internal communication

VOLUNTEERING

Staff at *Imprint*, University of Waterloo (2010 - Present)

- Official Undergraduate school newspaper
- Roles included Graphics Editor, Assistant Design Editor, Social Media Editor, Science & Technology Assistant Editor, reporter, and proofreader