Winona So

www.winonaso.com
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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.

Work Experience

Production Assistant at *Centre for Extended Learning, University of Waterloo* (Apr. 2015 – 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
- Created illustrations and icons for online courses

UW Cooperative Education Placements

Digital Content Specialist at *Willet* (Jan. 2014 – Aug. 2014)
- Produced screen mock-ups, and presentation materials for client campaigns
- Created digital assets for advertising campaigns for clients such as *Gap, Nasty Gal,* and *Roots*
- Assisted VP of Customers in producing digital content

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

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

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

Volunteering

Staff at *Imprint*, University of Waterloo (Sept. 2010 – Jan. 2015)
- Official Undergraduate school newspaper
  Roles included Graphics Editor, Assistant Design Editor, Social Media Editor, Science & Technology Assistant, and 2015 Misprint Editor