WINONA SO

winona@winonaso.com
www.winonaso.com

SKILLS & EXPERTISE

GRAPHIC DESIGN & USER EXPERIENCE	Knowledgable in iconography, typography, and creating vectored work. Highly experienced in Adobe Photoshop and InDesign. Skilled in user story-driven workflow, mock-up, prototype, and interface creation. Experienced in writing use and test cases, as well as design documentation.
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

CANDIDATE FOR MASTER OF DIGITAL MEDIA *September 2016 - Present*	Ryerson University

- Teaching Assistant for Digital Skills and Innovation for the Global Economy
- Teaching Assistant/Graduate Assistant Program - Learning and Teaching Office

BACHELOR OF ARTS *September 2010 - December 2014*	University of Waterloo

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

WORK EXPERIENCE

DIGITAL PRODUCTION ASSISTANT *April 2015 – April 2016*	Center for Extended Learning	**DIGITAL CONTENT MANAGEMENT (CO-OP)** *September 2013 – August 2014*	Second Funnel

- Develop lecture slides and materials for University of Waterloo 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

- Assisted VP of Customers with 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 (CO-OP) *September 2012 – December 2012* *May 2013 – August 2013*	Sony Entertainment Network	**LAYOUT STAFF** *September 2010 - December 2014*	Imprint Publications

- 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

- Roles included Graphics Editor, Assistant Design Editor, Social Media Editor, Science & Technology Assistant, and 2015 Misprint Editor, and proofreader
- Layout of pages in university newspaper with attention to design and visual appeal
- Proofread print articles for spelling and grammar errors, fact-checking for accuracy