

SoHyun Park

product designer

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www.sohyunnie.com

Competencies

User Experience
User Interaction
User Research
Visual Design
Design Research
Wireframing
Prototyping
Art Direction
Print Design

Skills

Adobe Creative Suite
Figma
Sketch
Invision
Keynote
HTML5 + CSS3

Education

Simon Fraser University

BA Interactive Arts + Technology
Design Concentration

Print + Digital Publishing
Minor

Sept 2014 - Feb 2021

Certificate

IDEO U
Business Innovation
Certificate

Achievement

SFU FCAT Undergraduate
Conference (2018)

Languages

English
Korean
Mandarin

Design Work Experience

Fjord Accenture

Jul 2021 -
Dec 2021

Product Designer

- Created sitemap and UX flow for customer experience design for TD Insurance
- Working on visual adaptation and edition by following design guidelines
- Collaborating with clients from different departments to enhance the customer experience and to make the design more accessible and meaningful
- Created design system for the team including colour combination, illustrations, swag, postcards and print works as well.

RBC Royal Bank

May 2020 -
Aug 2020

UX/UI Design Intern

- Led the design of a project that would be internally used for assisting RBC employees after COVID-19 pandemic
- Conducted accessible design + visual design research on projects to increase inclusivity
- Created business logic on UX flows to communicate with stakeholders
- Collaborated with colleagues and participated in a wide variety of cross-media projects involving branding, cooperative illustration library, wireframing, and prototyping for MVP presentations

Freelance

Spring 2015 -
Current

Product Designer

- Directed visual guidelines and branding to meet company's goals
- Researched on both design and industry aspects for creating design assets
- Worked with clients including IoT, Media, Tea houses, landscaping companies
- Worked on wireframe, content writing, sitemap creation for an sport application

Muui

Spring 2015 -
Spring 2017

Graphic Designer

- Designed the website, posters, and determined branding and visual direction in two different languages, Korean and English to advertise in different countries
- Edited videos and images to promote the non-profit organization
- Conducted primary and secondary research on accessible design to inform organization's directions

Projects (UX/UI)

City of Vancouver

Fall 2018

TalkVancouver

- Redesigned and leveraged an existing web app to encourage public engagement of Vancouver Citizens
- Created visual guidelines by following accessible design rules to enhance the readability and clarity of information
- Researched and implemented a universal design to reach a variety of users while keeping the scope feasible

Red Cross Canada

Summer 2017

Connect

- Adhered to user-centred design for senior users and while keeping the brand value of Red Cross to all-in-one toolkit for Red Cross Canada Caseworkers
- After interviews with Red Cross Canada's caseworkers, used insights to inform designs while applying principle of skeuomorphism to create meaningful interactions and UX flows