

# Youngsoon Seo

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## Experience

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### **SOL Edu & Migration** / New Zealand

**Designer** • Feb 2025 - Present

Led the redesign of the company website, designing all pages and proposing a modular, block-based system that reduced developer-built content pages by over 60%.

Use AI tools to rapidly produce mockups and concepts, and collaborate with a developer through AI-assisted workflows.

Improve the user experience of developer-built pages, redesigning interfaces to be clearer and more intuitive for users.

Developed design templates, manuals, and reporting frameworks to improve content planning, communication, and consistency across regional teams.

### **SecureAge Technology** / Singapore

**UX/UI Designer · Creative Designer** • Nov 2019 - Apr 2023

Created low and high-fidelity wireframes, prototypes, user flows, and site maps for websites and web portals.

Led a website relaunch with external agencies, supporting a campaign that drove +109% traffic and +133% leads within three months.

Owned the company's visual identity across websites, events, and campaigns, ensuring consistency.

Worked closely with senior management and cross-functional teams, and managed external agencies across website, branding, and product UX/UI projects.

### **Berit International** / Singapore

**Graphic Designer** • Dec 2018 - Nov 2019

Created digital and print marketing materials, including social media assets, posters, and signage.

### **Hyundai Department Store Group** / South Korea

**Section Chief** • Dec 2012 - Dec 2015

Analyzed sales data and customer behaviors to identify trends and shape merchandising strategy.

Supervised and trained 60 sales staff on promoting 15+ brands generating \$7M annually.

## About

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Designer with 5+ years of experience creating digital experiences across websites, products, and brands, complemented by 3+ years in marketing.

## Education

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### **Media Design School**

Sep 2025 / New Zealand  
Master of design

### **Royal Melbourne Institute Technology**

Jul 2018 / Australia  
Diploma of graphic design

### **University of Ulsan**

Feb 2012 / South Korea  
Business Administration(B.B.A)

## Skills

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Information Architecture  
Interaction design  
Wireframing  
Prototyping  
User flows  
Visual design  
Branding  
Project management

Figma  
Adobe creative suite  
Wordpress  
Google analytics