

# Youngsoon Seo

youngsoon.work

youngsoon.work@gmail.com

UX/UI Designer / Creative Designer

Designer with 5+ years of experience creating digital experiences across websites, brands, and products, complemented by 3+ years in marketing. Experienced working across South Korea, Singapore, and New Zealand, with a strong interest in translating complex ideas into clear, user-centred experiences.

## Experience

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### SOL Edu & Migration / New Zealand

**Designer** • Feb 2025 - Present

- Introduced a modular content system as part of the company website redesign, enabling internal teams to manage and scale content more efficiently over time.
- Oversaw digital content planning and channel management across websites, social media, and marketing campaigns.
- Developed shared workflows, templates, and reporting frameworks to improve content planning, communication, and consistency across regional teams.

### SecureAge Technology / Singapore

**UX/UI Designer** • Dec 2022 - Apr 2023

**Creative Designer** • Nov 2019 - Dec 2022

- Created low and high-fidelity wireframes, prototypes, user flows, and site maps for websites and web portals.
- Led website revamp with agencies, increasing traffic(+109%), leads(+133%), and content clicks(+54%) in 3 months.
- Developed visual identity and ensured consistency across websites, events, digital campaigns, and products.
- Identified and managed agencies for website redesign, branding projects, and product UX/UI project.

### Hyundai Department Store Group / South Korea

**Section Chief** • Dec 2012-Dec 2015

- Identified patterns and trends in customer behavior by analyzing sales data and observations to develop strategies.
- Supervised and trained 60 sales staff on promoting 15+ brands generating \$7M annually.

## Education

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### Media Design School

New Zealand, Sep 2025

Master of design

### Royal Melbourne Institute Technology

Australia, Jul 2018

Diploma of graphic design

### University of Ulsan

South Korea, Feb 2012

Business Administration(B.B.A)

## Skills

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Information Architecture

Interaction design

Web design

Visual design

Wireframing

Prototyping

Task flow

Branding

Project management

Design guideline

Figma

Adobe creative suite

Framer

Wordpress

Google analytics