

Sumin Seo

UX/UI Designer | thisissumin.com | emailsumin@gmail.com | linkedin.com/in/sumiin | Toronto, ON

SUMMARY

UX/UI Designer with a background in engineering and hands-on front-end development experience. Experienced in producing online magazines and event websites at a web agency, with a strong eye for typography, visual hierarchy, and pixel-perfect execution. Skilled in bridging design and code, translating user insights into intuitive, practical, and code-ready design solutions.

EDUCATION

Advanced Diploma in Interaction Design | George Brown College, Toronto, ON

- Dean's Honour List.
- Learned a diverse range of design tools including 3D modeling, AR, and interactive media.
- Built a solid foundation in user-centered design through research, prototyping and usability testing.

Studies in Chemical Engineering (Coursework Completed) | Chungnam National University, South Korea

- Developed strong analytical thinking and problem-solving skills, now applied to UX design and structured design thinking.

EXPERIENCE

Web Designer | SMG Corp, South Korea | Nov 2020 - Nov 2021

- Designed and developed 10+ responsive digital experiences, including web magazines and event websites, ensuring seamless user experiences across mobile, tablet, and desktop devices.
- Executed front-end development using HTML, CSS, and JavaScript to translate high-fidelity designs into functional, interactive web pages, improving production efficiency by 30%.
- Optimized visual hierarchy and typography for digital editorial content, resulting in enhanced readability and user retention.
- Collaborated closely with developers by providing code-ready design specifications, ensuring accurate implementation of complex UI components.
- Iterated designs based on user feedback and accessibility standards (WCAG), enhancing overall engagement and inclusive user experience.

SKILLS

Design & Strategy: User Research, Journey Mapping, User Flows, Wireframing, Prototyping, Usability Testing, Information Architecture, Human-Computer Interaction (HCI), Accessibility (WCAG), Interaction Design, AI-assisted design & development (Claude, Cursor)

Design Tools: Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects, InDesign), Cinema 4D, Blender, Unity

Front-end Development: HTML5, CSS3, JavaScript, React, Responsive Web Design, Component-based Design