

Youngsoon Seo

UX/UI Designer / Creative Designer

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Designer with over 4 years of experience in B2B and B2C in the IT and retail industries. Experienced in developing creative guides and processes, visual designs, web designs, advertising, and brand frameworks. Worked closely with senior management and cross-functional teams and managed external agencies.

Experience

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.

Berit International / Singapore

Graphic Designer • Dec 2018 - Nov 2019

- Created digital and print marketing materials, including social media assets, posters, and signage.
- Increased lunch sales by 33% by redesigning the sign board.

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.

Skills

Information Architecture
Interaction design
Web design
Visual design
Wireframing
Prototyping
Task flow
Branding
Project management
Design guideline

Figma
Sketch
Adobe creative suite
Framer
Miro
Google analytics

Education

**Royal Melbourne
Institute Technology**
Graphic design (Diploma)
2017-2018

University of Ulsan
Business Administration
(B.B.A)
2007-2012