



# SO EUN AHN

UX/ UI Designer

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## portfolio

[soeunahn.com](http://soeunahn.com)

## education

**Simon Fraser University 2011-2018**

date: 2011.09 -2018.05

Interactive Arts and Technology  
- UX/UI

## skills

### Ux Design

- user research, usability testing, personas, userflows, wireframing, information architecture, user story & persona
- tools: adobe XD, figma, azure, maze

### Ui Design

- mobile app, website
- tools: adobe XD, figma, adobe suite, html/css

### Interaction Design

- tools: protopie, proto.io, after effects

## experience

**UX/UI Design** | Experience Designer

-DIJGTAL

date: 2022.09 - 2023.07

### Taurex

- Transformed fin-tech services for novice traders by rebranding and rebuilding, resulting in a seamless user experience across a native mobile app and website.
- In a collaborative effort with a product designer and project manager, we achieved the development of the initial MVP of our product in just 3 months, setting a strong foundation for future iterations.
- Played a key role in building the global component of the website and design system, ensuring consistency and efficiency.
- Collaborated closely with cross-functional teams, including PMs, developers, and stakeholders, to define project goals, requirements, and user stories.
- Demonstrated expertise in industry-standard design tools to develop wireframes, interactive prototypes, and high-fidelity mockups.

**UX/UI Design** | Strategy & Innovation Director

-Renu Bio Health Ltd.

date: 2019.01 - 2022.08

### Personalized Healthcare service

- Led a UX/UI team in delivering personalized healthcare services through web and mobile platforms.
- Designed intuitive UI/web experiences, optimizing user engagement and conversion rates.
- Drove strategic business decisions by implementing effective UX strategies, derived from user feedback analysis and in-depth user interviews.

### Osolumio

- Established design guidelines, created mockups, and information architecture diagrams to streamline the design process.
- Successfully orchestrated crowdfunding launching pages, devised an effective marketing strategy, and developed an e-commerce website that achieved its launch goal within just 5 minutes.
- Leveraged expertise in fluids/HTML/CSS to build and enhance existing code, ensuring a seamless user experience.

**UX/UI Design** | Creative Director

-Renu Bio Health Ltd.

date: 2018.06 - 2019.01

### E-commerce Website , Marketing Materials

- Successfully rebranded an old retail-focused health product store into a thriving global cross-border brand by restructuring the business structure and developing an e-commerce platform.
- Led a team of 3 designers in delivering diverse digital products, resulting in a significant 3x increase in conversion rates.
- Produced impactful wireframes and user flows, optimizing the customer journey and enhancing the overall user experience of the website.

**Graphic Design** | Visual Designer

-Renu Bio Health Ltd.

date: 2015.04 - 2018.06

### E-commerce Website , Marketing Materials

- Ensured the functionality and visual appeal of the e-commerce website, playing a vital role in migrating internal data to a new platform.
- Created compelling marketing materials, such as brochures and labels, to support the brand's visual identity.

## accomplishments

**UX/UI Design** | Navi Me

Developed a travel platform connecting adventurous travelers with ideal local guides, delivering authentic local culture and creating lasting memories.

- Prothack Vancouver 2016: Secured 3rd place, showcasing innovative problem-solving skills and teamwork.
- Costcapital Venture Connection 2017: Presented an exceptional idea, demonstrating strong entrepreneurial acumen.