

YOONWOO SEO

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PROFILE

Multimodal Product Designer with industry experience in retail, B2C products, helping companies create/focus their products on user centricity through design thinking, user research, and strategy in the abundance of technology and consumer trends. Understanding people through empathy, and translating into compelling product interfaces and user journeys, I have contributed to improving user experiences in retail, mobility, and analytics and insights sectors. With rich future to come, I desire to create user centric experiences in Web 3.0, Mixed Reality, IoT, Blockchain, and AI driven products.

WORK EXPERIENCE

Canadian Tire Corporation, Limited

UI/UX Designer (Co-op)

Toronto, ON

September 2022 – Present

- Streamline user research and design multi-persona user flows for an internal web interface self-serve data analytics tool that help Canadian Tire Retail vendors save inventory management time and merchandising costs.
- Design web and mobile wireframes and VR interfaces for a future state B2C metaverse shopping experience platform to help customers save time. Prototype high-fidelity voice, visual and gesture user interactions on Figma, and conduct user testing to iterate on the product experience.
- Collaborate with product and engineer team to design user focused promotional assets and advertisements of the metaverse product under fast turnover situations.

Mass Culture

UX Strategist

Toronto, ON

January 2022 - April 2022

- Designed participatory learning modules and tool interfaces for arts organizations across Canada to effectively use data to increase their work efficiency and time utility.
- Conducted empathetic primary and secondary user research through surveys, interviews, and ethnographic research to define user pain points and needs.
- Hosted weekly workshops sharing the learning interface designs and user flows with stakeholders and 12 arts organization representatives.

Umbra, Limited

Product Design Intern

Toronto, ON

May 2021 - August 2021

- Designed user centric product experience flows for existing products, and defined design opportunities for future revisions to improve the product experience.
- Proposed new design iterations on existing products to increase fabrication efficiency and reduced 8% of the original materials cost with increased product benefits.
- Conducted in-depth market and consumer research, and proposed design concepts and potential product opportunity spaces to Product Managers. One of the proposed designs was approved for patenting and fabrication.

Swaves Studio

Junior Product Design Intern

Toronto, ON

July 2020 - November 2020

- Worked through a client-based brief from a leading mobile energy company to design a hardware concept for a carriageable battery house for pick-up trucks.
- Leveraged user research, competitor and market analysis and consumer insights to design user experience flows, maps and concepts.
- Initiated consistent contact with clients to appropriately cater their requests while making user's advocacy.

EDUCATION

OCAD University – Ontario College of Art and Design University

Bachelor of Design – Industrial Design

Toronto, ON

Graduation Date: June 2022

- GPA 3.4 out of 4.0.
- Specialized learning in user experience design and design thinking.
- Final-year thesis project – ACIDO Rocket Finalist.

LEADERSHIP & VOLUNTEER EXPERIENCE

OCADU Grad Exhibition 107

Creative Director Assistance – Grad Committee

Toronto, ON

January 2022 - May 2022

- Planned and organized a 5 day in-person year end grad exhibition for Industrial Design.
- Designed visual assets such as logos, typefaces, copywriting, website banners, posters, and promotion infographics.
- Managed a total of 50+ students to showcase their work in an appropriate manner.

Collision Conference

Event Volunteer

Toronto, ON

June 2022

- Engaged guests participate in talk series and booth events by providing information details and guiding them to locations
- Registered and friendly welcomed guests upon their arrival

Toronto The Cross Church

Assistant Graphic Designer

Toronto, ON

September 2019 - June 2020

- Created visual assets for weekly service and occasional events in collaboration with a tech team.

TECHNICAL SKILLS

- **Language:** Bilingual in English & Korean (Fluent in verbal and written)
- **Skills:** Design Thinking, User Research, User Interview, Trend Analysis, Design Strategy, Service Design, Systems Design, Data Visualization, User Journey, User Flow, Empathy Mapping, Prototyping, User Testing, Figma, Adobe Creative Suite (Illustrator, Photoshop, XD), Slack, Jira.