

# SOMIN HEO

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

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@sominheo

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## SKILLS

Branding Strategy

Graphic Design

HTML/ CSS

Information Architecture

Interface Design

Motion Design

Project Management

Prototyping

Typography

Usability Testing

User Research

## LANGUAGES

Korean (Fluent)

English (Fluent)

French (Basic)

## PROJECTS

**THESIS PROJECT** | SEP 2015 - MAY 2016 |

- Conducted market research, user interviews and user tests
- Created storyboards, wireframes, visual mockups and prototypes

**NYPL WORKSPACE** | SEP - DEC 2015 |

- Conducted user interviews and user tests
- Created use cases, wireframes and prototypes

**DISCOVER MOMA** | JAN - FEB 2015 |

- Interviewed MoMA visitors
- Created concept strategy and visual mockups

## EXPERIENCE

**SOPHY & TAYLOR** | SEP 2013 - AUG 2014 |

- Created design layout and content for website
- Designed BI including logo, clothing label, business card and catalogue

**SHNARPED** | APR - SEP 2013 |

- Conducted market research and user tests
- Created user flows, system flows, wireframes, visual mockups, design specification, content for website and app

**AEQUILIBRIUM** | SEP - NOV 2012 |

- Created design layout for brochure

**JKPHONE** | OCT - DEC 2009 |

- Created content for website and newspaper advertisement

## EDUCATION

**SCHOOL OF VISUAL ARTS** | SEP 2014 - PRESENT |

- Master of Fine Arts, Interaction Design

**VANCOUVER FILM SCHOOL** | AUG 2011 - AUG 2012 |

- Diploma with Honors in Digital Design
- Received a Nomination for Impact Awards with M, Grad Project
- Won Communication Design Award with Ginger Clothing Store Branding
- Won Slam Award with Dirty Radio Project

**DONG-A UNIVERSITY** | MAR 2006 - AUG 2010 |

- Bachelor of Science, Fashion Design
- Worked actively as a Graduation Fashion Show Staff