

# MARK SOH

UX/UI DESIGNER

## DESIGN EXPERIENCE

---

**User Researcher/Designer | Mobile App**      **March 2022 - April 2022**  
**Academic**

- Performed usability testing to enhance app design resulting in a score 5% higher than the class average
- Collaborated in a cross-functional team of 3 on UX deliverables and overcoming design problems
- Contributed to the development of user personas, and surveys to guide design strategies

**Web Designer | Pet Shelter Web**      **March 2021 - April 2021**  
**Academic**

- Designed and created desktop interface layouts resulting in a 4% higher score than the class average.
- Effectively communicate research findings and pain points, fostering shared understanding among classmates in-class presentations

## EDUCATION HISTORY

---

**Interactive Arts & Technology**      **Sept 2019 - Dec 2024**  
**Simon Fraser University**

- Secretary of Malaysian Singaporean Student Club
  - Effectively communicated event details and updates to club members through various contact ways.
  - Participated in regular team meetings to discuss upcoming events, share updates, and address challenges

## CONTACT

---

**Email**

sohmarks@sfu.ca

**Address**

Coquitlam, BC, Canada

**Phone**

778-378-7365

## SKILLS

---

UX/UI

User Journey maps

Usability Testing

Communication

User-Research

Collaboration