

# Somin Heo

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

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## SKILLS

Market Strategy  
Interaction Design  
Rapid Prototyping  
Visual Design  
Motion Design  
User Research  
Usability Testing  
Information Architecture  
Heuristic Evaluation  
HTML/ CSS  
Project Management

## TOOLS

Figma  
Canva  
Abstract  
Sketch  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Qualtrics  
UserTesting.com  
Tableau  
Mural  
Miro  
Google Suite  
Jira  
Slack

## LANGUAGES

Korean (Fluent)  
English (Fluent)

## TL;DR

I am a Product Designer with 10 years of public and private experience. My area of expertise is creating meaningful design and product.

## WORK EXPERIENCE

### INTUIT | Senior Product Designer | JUL 2016 - PRESENT |

- Leading internal/external young career mentoring sessions and taking Better-Up coaching classes
- Leading the strategy IPD playbook and PTG XD Tech Acumen
- Leading the creation of component library and contributing to IDS and CGDS
- Collaborating cross-functionally at a fast pace to strategize, analyze data, design, test, and simplify existing features while delivering new features
- Contributing to long-term vision and innovation strategy
- Responsible for conducting market and user research, creating user flows & system flows, creating low to high-fidelity designs, creating innovation strategies and mentoring early career designers

### AWARD & PATENT

- Won [UX Design Award](#) with Intuit Tax Advisor 2023
- Won PTG Awesome Experience Design Awards 2021 - 2023
- Won 2nd place OI DC Design Competition 2022
- Registered and rewarded Design Patent with Smart Navigation 2021-2022

### SOPHY & TAYLOR | UX/UI Designer | SEP 2013 - AUG 2014 |

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

### SHNARPED | UX Design intern & Designer | APR 2013 - SEP 2013 |

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

## EDUCATION

### MASSACHUSETTS INSTITUTE OF TECHNOLOGY | NOV 2020 - JAN 2021 |

- Artificial Intelligence: Implication for Business Strategy

### SCHOOL OF VISUAL ARTS | SEP 2014 - MAY 2016 |

- 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