



reach me
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Winona So

hello

I'm a graphic designer who strives to create the perfect balance of beauty and practicality through the user experience.

I have experience in editorial design, as well as wireframe and workflow prototyping and copywriting.

Toronto, ON

education

MASTER OF DIGITAL MEDIA, Ryerson University
September 2016 - August 2017

Masters Thesis - AvatarMe: Digital Avatars in a Theme Park Queue
Creating a Better Experience and an Emotional Connection

Graduate Assistant for Creativity and Collaboration (CRI 810)

Teaching Assistant for Digital Skills and
Innovation for the Global Economy (EID 100)

Ryerson Graduate Fellowship Scholarship

BACHELOR OF ARTS, University of Waterloo
September 2010 - December 2014

Major in Honours English - Rhetoric & Professional Writing,
specializing in Digital Arts Communication

Arts & Business Co-op Program

University of Waterloo Merit Scholarship

2014-2015 - Rhetoric and Digital Design Award

hobbies

ETSY STORE

I own an Etsy shop that sells hand-made cross stitch patterns, designs, and buttons.

UNIT GUIDER, 68th Toronto Guides

Currently serving as 68th Toronto Guides Unit Treasurer and Guider
Spent 10 years as a girl member with 8th Vancouver Girl Guides

BOARD GAMER

Plays a multitude of Eurogames, and runs a weekly board game meetup

work experience

PROGRAM SUPPORT ASSISTANT, University of Toronto
September 2018 - Present

Manage and assist the Technology Leadership Initiative program by running industry events, workshops, and site visits

Provide general administration support to professors and executives leading the program

GRAPHIC DESIGNER, Lord Cultural Resources

October 2017 - June 2018

Create PowerPoint and Word templates for presentations, reports, and bids in order to win contracts from potential clients

Design and create assets for global clients based in the heritage and cultural industry using Adobe Creative Suite including Photoshop, Illustrator, and InDesign

Implement and code web pages for the company website ensuring visual consistency and appeal

DIGITAL PRODUCTION ASSISTANT, Centre for Extended Learning

April 2015 - April 2016

Develop lecture slides and materials for University of Waterloo online courses

Collaborated with professors, other production assistants, developers in designing and publishing course content

Created illustrations and icons for information graphics, and diagrams in online courses with Adobe Illustrator

DIGITAL CONTENT SPECIALIST (CO-OP), Second Funnel

September 2013 - August 2014

Assisted VP of Customers with producing variety of screen mock-ups, and presentation materials for client campaigns

Created digital assets for advertising campaigns for Gap, Nasty Gal, and Roots using Adobe Photoshop, CSS, and HTML

UI/UX DESIGNER (CO-OP), Sony Entertainment Network

May 2013 - August 2013, September 2012 - December 2012

Produced user interface sketches, mock-ups, workflows, and prototypes, including creation of icons, graphics, and new features for Media Go software and website

Wrote design specification documentation for developers and stakeholders

talk to you soon!