



# BILLY SO

user experience designer

778-891-5711  
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@so\_billy  
billyso.ca

## Experience

Later

2017 – Present

### UX Design Lead

Collaborate with Head of Product and Product Owners to develop feature specs

Create information architecture and UX design for interactive projects. Produce user flows and UX requirements documentation.

Collaborate with the UX research team to develop hypotheses and produce wireframes and prototypes for user testings

Facilitate internal team communication among designers and developers

Review concepts with the UX team to provide feedbacks and suggestions.

Kit and Ace

2015 – 2017

### UX Designer

Assist in workflow optimizations as well as developing new techniques for visual display, information presentation, and the client experience

Analyze usability and design of existing or competitive products and features

Drive competitive assessments, compile external and internal research, and perform site/application heuristic reviews, then cultivate understanding of Internet and industry trends



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## Experience

### Clearly

2013 – 2015

#### Mobile Interface Designer

Organize information to create visualizations of content to achieve brands objective by sequencing and relating elements; preparing storyboards; applying principles of HCI, comprehension, learning, and aesthetics

Create and present UX deliverables such as wireframes, prototypes and final mockups to effectively communicate interaction and design ideas

Design web, mobile and social experiences

### BrainStation

June 2015 – Nov 2015

#### Classroom Manager

Assists the lead instructor for the User Experience course

Provide and curate UX resources that will help students' learning

Fosters and creates a positive “learning by doing” environment by helping students work on real projects

Assists the lead instructor in creating weekly course material



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**Experience** UBC – Database of Religion History May 2014 – Sep 2014  
UX Designer (contract)

Develop information architecture, user flows and navigation paradigms for DRH

Develop personas, sitemaps & user journeys and UX concepts

Manage and deliver the project to agreed scope, timings, and quality

**Skills** User Experience

experience design, interaction design, interface design  
human centered design, information architecture

User Research

persona, user journeys, heuristic review

**Technical Skills** Software

Sketch, Moqups, Proto.io

