

# Jiwoo Son

## Product Designer

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### Experience

#### UX Designer | DemocracyLab

Apr 2022 - Present / Toronto, Canada

- Working with the development team and a senior designer to build a website for the nonprofit organization to improve tech innovation

#### Sous Chef | Terroni

Aug 2016- Aug 2020 / Toronto, Canada

#### News Researcher | SBS

Mar 2014- Mar 2016 / Seoul, Korea

- Researched and translated major foreign News articles
- Edited and recorded for main News channels and collaborated with reporters

#### Art Teacher | Freelancer

Jul 2008- Mar 2016 / Seoul, Korea

- Taught classes on painting, collage, and color theory
- Guided students to develop and hone creative processes and problem-solving skills

### Projects

#### EasyBike

October, 2021 / UX Design Institute

- Designed a new mobile app for a bike rental
- Conducted user interviews and created IA, wireframes, and hi-fi prototypes

#### FlyUX

June, 2021 / UX Design Institute

- Designed from scratch a mobile booking flight platform to propose a more user-friendly product and improve the booking airline experience

### Education

#### Professional Diploma in UX Design | Glasgow Caledonian University

2021 / Glasgow, The UK

#### Culinary Management | Georgebrown College

2017 / Toronto, Canada

- Dean's List

#### Fine Arts | Dongduk Women's University

2009 / Seoul, Korea

- Dean's List

### Skills

#### Design

UX strategy  
User flows  
Concept sketches  
Experience mapping  
Wireframes  
Prototypes  
Mockups  
Design systems

#### Research

User interviews  
Usability testings  
Persona hypothesis  
Competitor analysis

### Tools

#### Design

Figma, Adobe XD  
Sketch, Miro, inVision  
ProtoPie, Keynote

#### Research

Google Optimize  
Lookback, Optimal  
Workshop

#### Product / Project Management

Jira, Smartsheet  
Slack, Notion