



jeff soo

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education

University of Washington – Seattle
September 2006 – June 2010
B.S. in Human-Centered Design and Engineering, Human-Computer Interaction
Major GPA: 3.7/4.0
Dean's List Scholar

research

Local Apps for Local Needs
Accepted to 2010 IEEE IPCC – Communication in a Self-Service Society
(University of Twente, Netherlands)

Geotagging Social Communication: A Location-Based Approach to Real-Time Content

experience

Wanderfly
April 2011 – Present
User Experience
Information architecture, wireframing, and user research for product.

Fi
June 2010 – April 2011
User Experience Designer
Competitive analysis, strategy, site maps, features & functionality matrices, user flows, information architecture and wireframes for fixed/mobile websites, mobile applications, and IPTV. Clients: TravelTex, Porsche, Red Bull, History Channel, CNN, CBS, Google, and HTC.

Poke New York
June 2009 – August 2009
User Experience Design Intern
Digital strategy, information architecture and wireframes for websites and mobile applications. Clients: Dyson, Stella Artois, Sephora, and truTV.

proficient

Adobe Creative Suite
Dreamweaver, Photoshop, Illustrator, InDesign, Flash

Microsoft Office
Word, Excel, PowerPoint, Visio

Wireframing/Rapid Prototyping
Omnigraffle, Axure

Programming Languages
X/HTML, CSS

Familiarity
PHP, ActionScript, XML, DHTML, jQuery

awards and activities

FWA Site of the Day: Civil War 150
Communication Arts Webpick of the Week: Civil War 150

STC – Society for Technical Communicators
IxDA – Interaction Design Association