



SooaChoo.com

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SKILLS

DESIGN

- Prototyping
- Info. Architecture
- Wireframing
- Visual Graphics
- Illustration
- Variety of genres and platforms; including mobile, PC and Console games

RESEARCH

- Usability Testing
- User interview
- Survey

TOOLS

- Figma, XD, Protopie
- Photoshop, Illustrator
- Unity, Unreal
- Jira, Confluence
- Powerpoint, Excel

LANGUAGES

- English - Upper intermediate
- Korean - Native

EDUCATION

BA, Visual communications design

Hongik University

2010 – 2015 | Seoul, Korea

EXPERIENCE

Activision Beenox | Expert UX Designer

Jan 2020 – Present | Montreal, Canada

Call of Duty: Warzone Mobile

- Desk research on human factors and overall UI interaction patterns for mobile
- Set up component guidelines in the design system
- Planning for Persona & Journey map

Nexon - Intelligence Labs | UX Designer · UX Researcher

Jan 2020 – Jun 2022 | Seoul, Korea

Game UX Research Team

- Research player experience across multiple F2P games across various platforms and genres using Usability Test, In-Depth Interview, Workshop, Survey, etc.
- Analyst quantitative & qualitative data and give UI/UX solutions
- Suggested overall UI/UX solutions for Maplestory M based on UR. After applying 60% of the solutions, it ranked 5th in the top-grossing rank in KOR games
- Collaborated with Marketing team to suggest overall UI/UX solutions for FIFA Mobile. Defined Personas and User journey map (Novice, Middle, Advanced) based on UR

Nexon - Devcat studio | UX Designer

Mar 2019 – Dec 2019 | Seoul, Korea

Dragon Hound (PC MORPG) - Canceled

- Coordinate and collaborate with game designers, concept artists, and engineers.
- Collaborate with game designers on overall UI/UX design and walk through wireframes and a prototype.
- Work directly inside Unreal4, creating layouts, BPs, and animating UI assets.
- Create UI assets including icons.

Nexon - What! studio | UI · UX Designer

Jun 2017 – Mar 2019 | Seoul, Korea

Durango: Wildlands (Mobile MMORPG)

- Coordinate and collaborate with game designers, concept artists, and engineers.
- Design UI/UX including; shop, animal, email, world map, emotion, etc.
- Enhance the graphic quality by maintaining the existing style.
- Work directly inside Unity NGUI, creating layouts, prefabs, and animating UI assets.
- Redesign Worldgen (Durango's island emulator) for the team.
- Create final UI assets including event lettering, Icons, and banner images.
- Design What! studio's brand identity products.

Netmarble | UI Designer

Mar 2016 – Mar 2017 | Seoul, Korea

Knight of night (Mobile MORPG)

- Design UI and UX flows for new features.
- Enhance the graphic quality by maintaining the existing style.
- Create final UI assets including Icons and tip images for loading.
- Work directly inside Unity NGUI, creating layouts, prefabs, and animating UI assets.