

Roland So

Designer

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WORK EXPERIENCE

Freelance UX/UI Designer

Apr. 2018–Present

I work alongside designers and developers to improve website and mobile platforms utilizing user research, synthesis, ideation and testing. My clients include Agentis Energy, BNSF Railway, Signol, Via the Village, and Design Museum of Chicago.

Freelance Visual Designer

Nov. 2015–Present

I am working on a large range of projects involving website and mobile design, email and social media banners. My clients include R/GA, Magnani, Chicago Public Radio, Wide Awake Coffee, and Ceres Coin.

Senior Web Designer

Alliance Entertainment, May 2016–May 2017

I developed designs for marketing campaigns, including email design, banners, social media, motion graphics, and other special projects. I managed and mentored design team through their daily design projects. My clients included Deep Discount, Turner Classic Movies, WOW, Collector's Choice Music, Collector's Choice Vinyl.

Freelance Visual Effects Artist

Jul. 2008–Nov. 2015

I created visual effects shots for clients in the visual effects and motion graphics industry. I delivered high-quality shots on film projects within a tight deadline schedule. My projects included *Star Wars Episode 1 3D*, *Green Lantern*, *Alice in Wonderland*, *Transformers 3: Dark of the Moon*. My clients included Prime Focus, CafeFX, Spin FX, and yU+Co

VOLUNTEER EXPERIENCE

UX Designer

Design for Homelessness, June 2019 - Present

Working with the design team to ideate, concept and prototype solutions to help the homeless in local cities and worldwide.

Administrative Assistant

American Red Cross, May 2013–Aug. 2013

I accepted donations and answered questions in-person, by mail and phone.

Race Assistant

Chicago Marathon, Oct. 2012

I helped direct runners from the finish line to the after party or check-in location.

EDUCATION

Designation

UX design track, Oct. 2018

College of Dupage

Web Design Certificate, May 2015

Savannah College of Art and Design

Bachelor of Fine Arts, Visual Effects, Mar. 2008

SKILLS

UX design

User strategy	Wireframing
Design research	Iterative prototyping
User interviews	Usability testing
Data synthesis	Design systems
Concept development	Heuristic evaluations

Creative

Web/mobile design	Email design
Responsive design	Banner design
Storyboarding	Compositing
Typography	Animation
Branding	Video editing
Digital illustration	Project ownership

TOOLS

Adobe Creative Suite	HTML/CSS
Sketch	Javascript (basic)
Axure	Maya
Marvel	Microsoft Office Suite
InVision	Keynote

AWARDS AND AFFILIATIONS

- 2015 College of Dupage Portfolio Night, finalist in web design for "American Balloon Company"
- 2008 Savannah Visual Effects Festival, nominee for best short film "Wrecked"
- Member, AIGA Chicago
- Member, IXDA Chicago

INTERESTS

Photography, road trips, running, biking, hiking, nature, jazz, yoga, food tasting, graphic novels, gaming, sustainability, emerging technologies, UX design meetups and drawing monsters