

SEOYUN CHON

+447984314284 | chonseoyun@gmail.com | M1 7FU

Portfolio: seoyunchon.com | LinkedIn: linkedin.com/in/seoyun-chloe-choon

PROFILE

UX/UI designer with a background in architecture, combining strong spatial problem-solving skills with a user-centered approach to digital product design. Google UX certified, skilled in Figma, interaction design, with experience designing impactful solutions for fintech and healthtech. Experienced in user research, prototyping, and designing intuitive interfaces that enhance usability and drive meaningful user experiences.

AWARDS & CERTIFICATIONS

Google UX Design Professional Certificate

2025

Google

- Recognised for excellence in user-centred design approach and problem-solving.

Design Technology

2022 & 2025

British International School of Ho Chi Minh City, Vietnam

- Recognised for excellence in user-centred design approach and problem-solving.

RELEVANT EXPERIENCE

Verdant

09/2025 – ongoing

Personal Project

- Designing a B2B SaaS platform for small and medium businesses to track expenses and measure carbon footprint, integrating finance and sustainability insights.
- Creating a clean, intuitive dashboard experience that balances complex data with usability for business users.
- Developing interaction design and workflow flows to simplify financial tracking and sustainability reporting.
- Conducting user research and usability testing to validate design decisions and improve efficiency.
- Producing wireframes and interactive prototypes in Figma, applying enterprise UX best practices and accessibility considerations.

Front of House

09/2025 – ongoing

Detroit Slims, Manchester

- Interacted with 100+ daily customers, honing empathy, active listening, and understanding of user needs.
- Managed orders and coordinated with kitchen staff to ensure smooth, efficient workflows.
- Responded to customer feedback and resolved issues promptly, strengthening problem-solving and communication skills relevant to user-centered design.

MediCheck

08/2025 – 09/2025

Personal Project

- Designed a B2C healthtech platform to streamline GP appointment experiences for booked and walk-in patients.
- Led interaction design and user flows, ensuring intuitive navigation for diverse patient groups.
- Conducted user research and usability testing, iterating on prototypes based on feedback.
- Delivered final wireframes, high-fidelity designs, and interactive prototypes in Figma, ready for development.

Head of Outreach

09/2024 – 09/2025

MSSA M+, Manchester

- Organised 4+ external collaborations and promotional campaigns for the student zine.
- Reached out to over 15 professionals and organisations across architecture, hospitality, design and media.
- Strengthened organisation and customer-facing skills through public engagement.

Mentee, RIBA Student Mentoring Scheme

11/2024 - ongoing

Ellis Williams Architects, Manchester

- Participated in design workshops and crit sessions, applying iterative design thinking and spatial analysis to architectural projects.
- Developed user-focused design solutions informed by feedback and research.

Market Research Intern

06/2024 - 08/2024

SDAMC, Seoul, Korea

- Supported planning and analysis for 3+ property development projects, applying user-centered research and spatial problem-solving.
- Produced visual presentations and diagrams to communicate design proposals, improving stakeholder understanding and engagement by 20%.
- Applied principles of design thinking and iterative problem-solving to refine project concepts.
- Created user personas and insight summaries to guide design strategies and guest experience planning.

Student Representative

10/2023 – 06/2024

University of Manchester, Manchester

- Acted as liaison for 200+ students, gathering feedback to influence course improvements.
- Implemented user-centred problem-solving methods to address student concerns effectively.
- Facilitated collaboration between students and faculty, improving feedback response rate by 25%.

Volunteer Interpreter (English-Korean Simultaneous Interpretation)

08/2023

2023 World Scout Jamboree, Saemangeum, South Korea

- Delivered real-time English–Korean interpretation for an international event with 43,000+ attendees.
- Supported smooth communication across workshops, resolving language barriers calmly and efficiently.
- Applied empathy and cross-cultural communication skills to enhance participant engagement.

First Aid Club Leader

08/2021 - 06/2022

British International School of Ho Chi Minh City, Vietnam

- Led a team of 10+ members to organise weekly first aid training sessions, increasing participation by 30%.
- Delivered first aid training to 50+ students, coordinating workshops and emergency response drills.
- Applied leadership and organizational skills to maintain consistent program quality.

EDUCATION**Ba (Hons) in Architecture**

09/2023 - 06/2026

University of Manchester (UoM), Manchester, UK

- Key Skills: User-centred Design | Problem Solving | Prototyping | Spatial Design | Research & Analysis

International Baccalaureate

08/2021 - 05/2023

British International School of Ho Chi Minh City, Vietnam

- Final grade: 38/45 | Higher levels: Maths, Physics, Design Technology.
- Prefect | Head of First Aid Club | Student Council.

SKILLS AND TOOLS

Figma | User-Centred Design | Interaction Design | Wireframing & Prototyping | Usability Testing & User Research | Inclusive Design | Problem Solving | User Flow | Visual Design | Basic HTML & CSS

LANGUAGES

English (Native) | Korean (Native) | Spanish (Intermediate)