Annette Seo

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Education

University of Pennsylvania   Expected May 2026
Bachelor of Arts in Design, Minor in Computer Science, GPA: 3.74/4.00
- **Relevant Coursework:** UX/UI Design; Graphic Design; Designing Communication Campaigns; Drawing; Figure Drawing; Human Computer Interaction; Innovation Through Design Thinking; Digital Photography
- **Awards:** Scholastic Art and Writing Awards (Silver Medal), Congressional Art Competition (1st Place)
- **Study Abroad:** Graphic Design Foundation Studio Program at DIS Copenhagen, Denmark, Spring 2025

Experience

SAS Institute, Inc. / *Graphic Design Intern* — Cary, NC   May 2025 – Present
- Designed the 3 Global Customer Advisory Executive Dashboards (Jul – Sept 2025) using PowerPoint and Figma, visualizing OATS metrics and KPIs for senior stakeholders, featured at multiple executive meetings
- Created 37 of 69 (54%) slides for the Quarterly Business Review with 340+ attendees, translating sales data and leadership insights into intuitive visuals and persuasive narratives for executive communication
- Crafted 2 on-demand infographics to support data-driven storytelling in a global cross-functional team
- Won SAS Data Story Challenge: produced data visuals analyzing Mississippi food deserts in 3-person team; earned 1st overall (1st in Analytic Insight & Storytelling, 3rd in Visual Engagement) out of 13 teams

Graphic Design Projects

Spiralen — Visual Identity for Experimentarium, a Children's Science Museum   Mar 2025 – May 2025
- Explored museum spaces, exhibitions, & audience to ground the brand in its DNA-inspired spiral staircase
- Designed a flexible logotype and visual system applied across posters, stickers, and animated storyboards
- Unified insights and design into a playful, modern identity balancing technology with human connection

Vinterjazz 2025 — Beer Brand Identity for Copenhagen Jazz Festival   Jan 2025 – Mar 2025
- Researched jazz idioms and instruments to anchor the festival's identity in authentic musical culture
- Designed geometric label patterns, hand-drawn illustrations, and bold type across print and digital assets
- Built a cohesive identity that blended improvisational energy with clarity across diverse platforms

UI/UX Design Projects

Museum Mate   Oct 2024 – Dec 2024
- Led UI/UX design for a responsive museum discovery app, analyzing 30+ user survey responses to validate key features: exhibit recommendations, and social engagement like ratings, comments, and finding friends
- Developed interactive Figma prototypes by multiple iterations of user testing and feedback collection

Book Swap Web App   Sept 2024 – Dec 2024
- Designed a web platform for community-based book sharing, leading end-to-end UX processes, including user research, wireframing, and creating low-fidelity and high-fidelity prototypes in Figma
- Partnered with 2 engineers to translate Figma design into a functional app, ensuring seamless integration

Leadership

Penn Association for Gender Equity / *Vice Marketing Chair*   Apr 2024 – Present
- Spearheaded graphic design and social media management, securing 5.8% follower growth in 3 months

Institute of Contemporary Art Philadelphia / *Marketing and Communications Committee*   Sept 2022 – Present
- Delivered marketing initiatives by designing digital and print content, including main posters for ICA After Dark (2023, 2024) with ~170 attendees each; coordinated 5 key events, notably Art UnPhiltered series

Skills and Interests

Skills: Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Photography, HTML/CSS, Microsoft Office
Interests: Speed-drawing, Painting, Violin, Crochet, Puzzles