

Annette Seo

Philadelphia, PA 19104

(919) 224-9723

aseo@sas.upenn.edu

annetteseo.com

Education

University of Pennsylvania

Expected May 2026

Bachelor of Arts in Design, Minor in Computer Science, GPA: 3.77/4.00

- **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 6 Global Customer Advisory Executive Dashboards (Jul – Dec 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

UI/UX Design Projects

Intermission: A pause before the scroll

Mar 2026 – Mar 2026

- Designed a mindfulness app in Figma within 30 hours to reduce doomscrolling, conducted user research with 77 responses, and won 1st Place out of 127 competitors at CATALYST 2026 UI/UX Designathon

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 community-based book-sharing web platform, leading end-to-end UX across user research, wireframing, and low/high-fidelity Figma prototypes, and partnered with 2 engineers to implement

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

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

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

Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Photography, HTML/CSS, Microsoft Office