

# Mark Soh

UX Designer

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[Portfolio](#)

## PROFILE

I am making my career transformation to engage with emerging evolving fields that I find particularly exciting. My background in architecture provides me with an interdisciplinary approach to problem-solving in both physical and digital spaces. I am comfortable quickly adopting established workflows, as well as experimenting with new ones, to develop evocative, compelling narratives and experiences.

Additionally, my leadership responsibilities in the military applied and honed my skills with rapport-building, meticulous organization, and conflict management.

## SKILLS

Figma  
Sketch  
Invision  
POP App  
AutoCAD  
Google Sketchup, Enscape  
Adobe Creative Suite  
Rhino 3D + V-Ray  
Black Ink Digital Painting  
Microsoft Office Suite  
Kodan, Kanova, Nomad

## EXPERIENCE

### Design Associate | Paul Raff Studio Incorporated Architects

AUG 2019 - JAN 2022, TORONTO, ON

- Pioneered adoption of Virtual Reality for design and presentations, managing hardware acquisition and guiding set-up and usage.
- Developed visualizations, 3D models, working drawings and presentation packages for projects at a range of scales, including bespoke homes, competition proposals, and a condo development.
- Established system to track hardware and software inventories in the shift to remote work during the COVID-19 era.

### Architectural Assistant | Giannone Petricone Associates

MAY 2018 - AUG 2018, TORONTO, ON

- Refined the design of a medical building in Mississauga, and prepared models, diagrams and site plan drawings for large-scale mixed-use development in Etobicoke.
- Prepared design development, working & presentation drawings for a range of projects & scales using AutoCAD, Sketchup, and Photoshop.

### 3rd Sergeant, Lead Media Specialist | Singapore Armed Forces

OCT 2013 - AUG 2015, SINGAPORE

- Directed a 4-man team tasked with media production for graduation ceremonies and social outreach at Specialist and Warrant Officer Institute, upholding both quality of work and morale.
- Regulated and supervised work schedules, acting as a liaison to facilitate the workflow between media team and officers.
- Developed and implemented Standard Operating Procedures for inventory of media equipment and confidential material.

## EDUCATION

### BrainStation | Diploma Candidate, User Experience Design

JAN 2022 - APR 2022, TORONTO, ON

- Nominated for a TA position for the upcoming April cohort.

### University of Toronto | H.B.A. Architectural Studies

SEP 2015 - JUN 2019, TORONTO, ON

- Graduated with High Distinction, Cumulative G.P.A. 3.92
- Dean's List Scholar for 2017, 2018, 2019
- Student Assistant: One Spadina inaugural Doors Open (2017)

## PROJECTS

### Lead UX Designer | Imprint

JAN 2022 - APR 2022, Capstone Project

- Researched, prototyped, and tested a digital product that addresses the problem space of online art theft.
- The app's goal is to empower independent artists to share original artwork online without fear of theft or misappropriation, by providing proof of authorship that connects the creation to the creator.

### Lead Visual Artist | [Narkomfin 2037](#)

SUMMER 2017, gURROO Cybernetic Framework Competition

- Achieved Honorable Mention in a collaboration with Isaac Seah and Yujie Wang that reinterprets an iconic Constructivist work of architecture in a near-future virtual-cybernetic framework.