



# Hee Suet Er, Sophia

## Senior UI/UX Designer

UI/UX Designer with experience in fintech systems, AI products, and visual/interaction design, specializing in complex operational workflows and scalable design systems.

LinkedIn

Portfolio Website

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### EXPERIENCE

#### Gocode Geek Pte. Ltd., Singapore

May 2024 - Present

##### UI/UX Designer

- Owned design of 3 complex back-office systems, including a crypto dashboard covering agent performance tracking, transaction monitoring, commission payout, and compliance workflows.
- Designed transaction and payout workflows with clear state management and traceability, improving financial visibility across systems and supporting reliable tracking of operational activities.
- Built and maintained 3 scalable design systems, enabling consistent UI patterns and supporting faster implementation across multiple internal products.
- Ensured cross-system consistency of financial states across transaction, payout, and compliance modules, improving reliability of operational data flow.

#### Spuree, United States (Part-time)

Nov 2025 - Present

##### UI/UX Designer

- Improved UX flows for an AI-powered animation product, optimizing user interaction and reducing friction in core creative workflows.
- Designed and iterated onboarding tutorials and step-by-step guidance, helping users understand AI animation tools and improving product accessibility for first-time users.
- Created motion design and micro-interactions to enhance clarity of AI generation processes, making system feedback more intuitive and visually understandable.
- Collaborated with product and engineering teams to refine user experience based on feedback and usage behavior.

#### Cubeseed

Apr 2024 - Jul 2024

##### UI/UX Designer (Remote)

- Owned end-to-end design for e-commerce user journeys, from problem framing and wireframing to high-fidelity UI and prototype delivery.
- Drove UX decisions in collaboration with stakeholders and product owners, balancing user needs, business goals, and brand consistency.

#### Engine Studios, Taiwan

Sep 2015 - Sep 2021

##### Animation Series Director

- Led end-to-end delivery of client-facing digital products, from concept development to execution, managing creative direction, stakeholder alignment, and final delivery.
- Built and maintained scalable design systems and visual standards to ensure consistency across products and touchpoints.
- Brought strengths in motion design and micro-interactions into product thinking, using animation to enhance feedback, reduce friction, and improve interaction clarity.

**UX-Relevant Takeaway:** Brings a differentiated strength in motion and micro-interaction design, complementing core UX capabilities with stronger interaction feedback and behavior design.

### PORTFOLIO

<https://www.sophiahee.com/>

### EDUCATION

#### National University of Singapore (NUS)

Certificate of Professional Achievement in UX Design

2024

#### Shih Chien University, Taipei

Bachelor of Fine Arts (BFA)  
Communication Design (3D Animation)

Sep 2011 - Jun 2015

### SKILLS

#### UX

- UX Research
- Usability Testing
- Wireframing
- Interaction Design
- Information Architecture
- User Journey Mapping
- User Flows
- Mockups
- Prototyping

#### Design Systems

- Design Systems
- Design Tokens

#### AI & Workflow

- Prompt to Design
- Design-to-Code

#### Interaction Design

- Micro-interactions
- Motion Design

#### Tools

- Figma
- Adobe Suite
- LottieFiles
- Rive
- Midjourney
- Webflow
- Claude MCP