Monica So creates thoughtful, elegant and accessible digital experiences.

Pow Interactive, Sr. Product Designer

2013 – CURRENT, NYC — PDX • POWINTERACTIVE.COM

I'm currently a consultant and have had the opportunity to be embedded in multiple Fortune 500 client UX teams' for multi-year engagements. My role with each experience has been to:

- **Design enterprise applications**—primarily for financial advisors, managers, investors, and analysts
- **Engage** and function as a member of cross-functional teams to define business requirements, understand technical constraints, test, and create design deliverables
- **Own and lead sessions** with product, business stakeholders, & technology to share work, brainstorm, and move products and conversations forward
- **Ensure a strong understanding of product goals**, steer UX solutions to tie back to broader business initiatives
- **Collaborate** with research & business teams to create discussion guides, create low to high fidelity prototypes, and distill & implement user feedback
- **Contribute to design systems**. I've experienced different stages of design system maturity and evangelized for unified design language & best practices across the platforms I work on

CLIENT ENGAGEMENTS & HIGHLIGHTS

Morgan Stanley, 2015 – 2019, 2022 – Today; Sr. Product Designer

- **Wealth Strategy Analysis (WSA)**: An analysis tool used by financial advisors and teams for ultra-high net worth clients and institutions. Our team is working on expanding analytic features so users may easily create a holistic plan around client goals. Currently working towards including equity-compensation holdings
- **WealthBooks:** A research and deck creation tool used by advisors and analysts to learn, consume, and share information distributed by the firm. We re-designed and added collaborative features to the tool to improve usability and optimize user workflows & validated POC through research
- **Goals Planning System (GPS):** A retirement and goals planning tool used by financial advisors for mass affluent clients. Re-designed and added new features to support user feedback, which led to expansion from simply being an FA tool to a consumer facing product. Money Management Institute / Barron's Digital Award in Innovation category, 2020

BlackRock, 2019 – 2022; UI/UX Design Lead for Aladdin

- **AladdinStudio:** A suite of tools to allow users ability to build APIs on top of the Aladdin software. Contributed to product definition, UX, vdesign, and marketing
- **Climate:** Designed for the integration of climate-risk-specific data into existing tools. Consulted on initiatives, visioning, and marketing
- Contributed to the expansion and extension of the **Aladdin Design System** across the platform. Worked with tech to define and create a data visualization components library
- **Managed and supported** junior designers within Design Team and agency partners

ADDITIONAL POW CLIENTS INCLUDE: ANNALECT, EPIC (ETHNOGRAPHY ORGANIZATION)

CDM Group, Art Director

2012 – 2013, NYC • CDMNY.COM

Art direct, develop and deliver a wide array of collateral within the pharmaceuticals industry—but primarily for key client, Pfizer Oncology

- Deliverables include concept and creation of product information kits and material used by doctors and patients with advanced kidney cancer
- Collaborated with copy, research, and legal to inform designs & content
- Participation in vision and pitches for new business and campaigns

ADDITIONAL CLIENTS INCLUDE: AMGEN, ENBREL

Contact

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Core Values

Be proactive
Be informed
Be flexible
Be kind
… and have fun!

Design Doings

UI & UX design
Creative & art direction
Design systems
Information architecture
User journeys & flows
Wireframing & prototyping
Visual design & illustration
Responsive design
Feedback sessions
Mentoring & hiring

Education

University of Houston 2008
BA in Graphic Communication

Portfolio and references available upon request