Amy Shim

https://amyshim.net

sayheytoamy@gmail.com
+1(213)495-0199
New York, NY

FAVORITE GAMES

Age of Empires 3
Starcraft 2
Pokemon Arceus
Animal Crossing: New Horizons
Tetris
Tabletop RPGs

TOOLKIT

Jira/Confluence
Tableau
Google Analytics
SQL
Metabase
Hotjar
Roadmapping

METHODS

Agile (certified)
Scrum
Lean/Kanban
Prince2
Waterfall

CODE/UX

Python, R, Swift,
Ruby on Rails,
HTML/CSS,
Arduino, Figma

WORK

Solsten, Inc. — *UX Researcher*

New York City, NY | 2022

- Led research studies with games studio clientele, connecting player audience insights with key KPIs
- Launched games analytics features, working with design, eng, and go-to-market team & contributing to $3M increase in ARR

MIT Games Lab — *UX Researcher*

Cambridge, MA | 2021

- Managed interviews of top 1% of Disney Parks & Products users, studying design factors driving user loyalty
- Tracked and coded data, lead concept explorations, and organized findings into $1.4b competive research analysis

Personal Robotics Group — *UX Researcher*

Cambridge, MA | 2020

- Tested social robot design among older adults, collaborating with engineers and psychologists
- Statistically investigated initial findings using k-means clustering and exact Fisher tests

Pew Research Center — *Data Scientist*

Washington D.C. | 2019

- Planned and executed nationally representative surveys measuring how Americans received news in a digital age
- Strategized data collection methods targeting rural populations, improving data accuracy by 12%

EDUCATION

Massachusetts Institute of Technology

Bachelor's of Science in Media Studies | GPA 4.9/5.0

Awards: Burchard Scholar, Dana Mead Scholarship Recipient, and Fung Foundation Scholar

COMMUNITY

WMBR 88.1 FM Radio — *DJ & Show Producer*

Cambridge, MA | 2018 - 2021

- Hosted radio segment featuring guest interviews, live audience interaction, and banger playlists
- Reached 5000+ weekly listeners in the greater Boston area

Playlist Made Physical — *iOS Developer*

Cambridge, MA | 2018

- Built AR iOS application that associates physical objects with user generated playlists
- Wrote 250+ lines of code in Swift