

# Amy Shim

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## Education

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### Massachusetts Institute of Technology

Bachelor's of Science in Media Studies | GPA 3.9/4.0

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

### Scrum Alliance

Certified Scrum Product Owner (CSPO)

Skills: Owning feature backlog, leading retros, gathering requirements, defining acceptance criteria

## Experience

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### Solsten, Inc.

09/22 - present

UX Researcher, Project Manager

New York, New York

- Shipped 3 games analytics features with dev team of 20+ engineers, UX designers, and data scientists
- Led project planning & scoping, delivering 15 user stories per sprint & ensuring high quality software builds
- Spearhead end-to-end research studies for game studio clients, contributing to \$2m increase in ARR

### MIT Games Lab

09/20 - 02/21

Consumer Entertainment Researcher

Cambridge, MA

- Conducted field studies of top 1% of Disney theme park goers, identifying key drivers of theme park loyalty
- Tracked and coded data, led concept explorations, & organized findings into \$1.4b competitive analysis

### Personal Robotics Group

02/20 - 06/20

Human Computer Interaction (HCI) Researcher

Cambridge, MA

- Collaborated with multidisciplinary team to prototype & evaluate social robots tailored for older adult users
- Facilitated play testing with 60+ participants, uncovering resonant aspects of UX & enabling rapid iteration

### Pew Research Center

06/19 - 08/20

Data Science Research Intern

Washington D.C.

- Planned and executed nationally representative surveys measuring how Americans received news digitally
- Strategized data collection methods targeting rural populations, increasing response rate by 12% (n=9500)

## Community

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### WMBR 88.1 FM Radio

01/18 - 06/21

Programming Producer

[wmbr.org](http://wmbr.org)

- Led end-to-end show production, booking guests & hosting live broadcasts for 5000+ daily listeners
- Monitored listener feedback & ratings data to meet audience preferences, growing listenership by 8.5%

### Suspended: A Documentary Film

01/19 - 01/20

Production Coordinator

[www.imdb.com/title/tt28524855](http://www.imdb.com/title/tt28524855)

- Defined creative vision & cultivated relationships with local community, yielding 15+ interview segments
- Owned production budget & lift estimations, resulting in transparent & streamlined shooting timeline

### Playlist Made Physical

09/18 - 09/19

Swift Developer

[amyshim.github.io/PlaylistMadePhysical.html](http://amyshim.github.io/PlaylistMadePhysical.html)

- Built augmented reality app using computer vision to link physical objects to user-generated playlists
- Implemented lean development workflow with 5-person team of 1 QA tester, 2 artists, and 1 UX Designer

## Skills & Interests

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**Project Management:** Jira & Confluence, Agile/Scrum, Lean/Kanban, Waterfall, Roadmapping, Playtesting

**Favorite Games:** Age of Empires 3, Pokémon Legends: Arceus, Animal Crossing: New Horizons, Tetris

**Languages:** English (native), Korean (conversational)