

# Amy Shim

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## ABOUT

Hello! I work with data, people, and code to create playful digital experiences. I wonder how we can cultivate connection through games, encouraging players to deeply engage with one another & the world.

## TOOLKIT

Jira/Confluence  
Tableau  
Google Analytics  
SQL  
Metabase  
Hotjar  
Roadmapping

## METHODS

User Interviews  
Survey Design  
Usability Research  
Statistical Testing  
Rapid Prototyping  
User Personas

## 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

### Disney + MIT Games Lab — UX Researcher

Los Angeles, CA | 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 competitive research analysis

### Jibo, Inc. + 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
- **Relevant Coursework:** 6.004 Computation Structures, 6.163 Strobe Project Laboratory, CMS.376 History of Media & Tech

## 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