Amy Shim

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ABOUT

Hello! I use design thinking + computation to understand how people interact with technology. I wonder how we can reimagine data as a tool for storytelling, centering users in the design process.

EXPERIENCED METHODS

User Interviews
Survey Design
Usability Research
Statistical Testing
Field Studies
Ethnography
Participatory Design
Rapid Prototyping
Thematic Coding
Card Sorting
User Personas

CODE/ INTERACTION

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

WORK

Disney + MIT Games Lab — *User 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 competive research analysis

Jibo, Inc. + Personal Robotics Group — *User 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
- Strategized design changes to target high-openness users and address privacy concerns

Pew Research Center — *Data Scientist*
Washington D.C. | 2019
- Planned and executed nationally representative surveys measuring how Americans received news in a digital age
- Identified knowledge gap between researcher mental model and general population mental model, improving data accuracy by 12% in total news consumption

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