

Amy Shim

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ABOUT

Hi! I'm a mixed methods researcher trained in both qualitative & quantitative approaches.

I love getting to know someone, being outdoors, and eating Korean food :)

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, Bash, Power Shell, Arduino, Adobe Premier Pro

WORK

Disney + MIT Games Lab — *User 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 competitive research analysis

Jibo, Inc. + Personal Robotics Group — *User Researcher*

Cambridge, MA | 2020

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

The Tech — *Reporter, Photographer, Web Developer*

Cambridge, MA | 2017 - 2020

- Covered breaking news, interviewed faculty, photographed student life, and maintained flagship site *thetech.com*
- Resolved 150+ bugs in front- and back-end systems