

# Amy Shim

<https://amyshim.net>

sayheytoamy@gmail.com

+1(805)603-9965

Los Angeles, CA

## 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

## 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 competitive 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