

# APRIL SHIN

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## SKILLS

### RESEARCH

Contextual Inquiry,  
Heuristic  
Evaluation, User  
Interviews, Survey  
Design, Diary  
Study, Usability  
Testing,  
Competitive  
Analysis, Business  
Strategy

### DESIGN

Wireframing,  
Prototyping,  
Storyboarding,  
Mockups,  
Personas,  
Scenario, Journey  
Map, Interaction  
Design, UI Design,  
Information  
Architecture

### TOOLS

Sketch, InVision,  
Framer js, Zeplin,  
Adobe Illustrator,  
Adobe Photoshop,  
Adobe After  
Effect, Balsamiq

### TECHNICAL

HTML/CSS,  
JavaScript/jQuery,  
Python, Google  
Analytics, Github

## EDUCATION

### University of Michigan *Master of Science in Information*

Ann Arbor, MI (Expected May 2020)

- Concentration in Human-Computer Interaction
- Passion in User Experience Design and Research

### University of Michigan *B.S. International Studies, 3.9/4.0*

Ann Arbor, MI (May 2016)

- Concentration in Economics and Development
- Consecutive University Honors & James B. Angell Scholar
- Consecutive Recipient of FEBC Scholarship

## EXPERIENCES

### NP Equity Partners *UX Consultant*

Strategy and User Study | Seoul, Korea (Dec 2017. – Mar. 2018)

- Devised strategy proposal with case team to advise client on launching new AI product, conducting user interviews, research, and competitive analysis, providing key challenges and potentials

### J.P.Morgan *Junior Analyst*

Corporate Investment Banking | Seoul, Korea (Mar. – Jun. 2017)

- Advised and consulted the most profitable commission product to multi-national corporate clients for FX remittance among diverse options, successfully executed the transaction

### The Boston Consulting Group *Research Analyst*

M&A Due Diligence | Seoul, Korea (Dec. 2016 – Feb. 2017)

- Analyzed over 200+ global tire dealership locations, devising distribution strategy with the team to advise client on future M&A

### Billy Graham Evangelistic Association *Summer Intern*

Research and Strategic Planning | Charlotte, NC (Summer 2015)

- Led inter-department project to evaluate association's business strategies through user research, interviews, content and data analysis, identifying challenges and recommending steps to maintain donors and attract potential benefactors

### Wise UX Global Consulting *UX Consultant/Researcher*

Samsung Global Audio Project | Seoul, Korea (Apr. – Jul. 2014)

- Counseled partners in strategy meetings through market trends analysis and user experience feedbacks, highlighting potential product development and untapped demand
- Developed individualized strategy proposals for Samsung Global Audio through creating up-to-date databases of high-end users, recommending firm's marketing process and future strategy