

APRIL SHIN

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734. 834. 7533

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 *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 *User Experience Consultant*

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

- Counseled partners in strategy meetings through analysis of market trends 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, reviewing firm's marketing process and potential promotion issues in both domestic and global markets