APRIL E. SHIN

Passionate Product Designer

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EDUCATION

University of Michigan
Ann Arbor, MI
Master of Science in Information
Concentration in HCI, UX Design and Research
Expected May 2020

University of Michigan
Ann Arbor, MI
BA (Honors) International Economics and Development
Recipient of FEBC Scholarship
May 2016

SKILLS

Design Methods
Contextual Inquiry
Survey Design
Interviews
Wireframing
Prototyping
Storyboarding
Usability Testing
Business Strategy
Journey Maps

Tools
Sketch
Protopie
Invision
Adobe Creative Suite
Balsamiq
Zeplin

Technical
HTML/CSS
JavaScript/jQuery
Python
Github

Languages
English
Korean

EXPERIENCES

Uber
Product Design Intern | May 2019 – Aug 2019
Design user flows and experiences by turning conceptual ideas into useful and valuable for 100+ million uber users and contribute to high-level strategic UX decisions with cross-functional teams including PMs, Researchers, Engineers, Ops

NP Equity Partners
UX Consultant | Dec 2017 - Mar 2018
Devised strategy proposal with case team to advise client on launching new AI product, conducting user study and interviews providing key challenges and potentials

J.P. Morgan
Junior Analyst | Mar 2017 - Jun 2017
Advised and consulted the most profitable commission product to multi-national corporate clients for FX remittance among diverse options, successfully executed the daily transaction

The Boston Consulting Group
Research Analyst | Dec 2016 - Feb 2017
Analyzed 200+ global tire dealership, devising distribution strategy with the team to advise client on future M&A

Wise UX Global Consulting Group
UX Consultant | Apr 2014 - Jul 2014
Developed individualized strategy proposals for Samsung Global Audio by rigorous user study, market trends analysis, recommending firm's marketing process and future strategy

PROJECTS

UX Designer
Earn & Learn | Aug 2018 – Dec 2018
Conceptualize and create a skill-sharing and peer-tutoring platform by conducting user research and usability testing. Design and iterate sketches, wireframes, storyboard, prototyping

UX Researcher
Michigan Medicine | Aug 2018 – Dec 2018
Consult client's staffing issues via qualitative methods including competitive analysis, user research, interviews, affinity mapping

UX Designer
Route Creator | May 2018 – Jul 2018
Created an application that allows users to find most efficient travel routes. Nominated 3rd place in final design competition