

# APRIL SHIN

[aprilshin.github.io](https://aprilshin.github.io)

ezshin@umich.edu

734. 834. 7533

## SKILLS

### RESEARCH

Contextual Inquiry,  
Heuristic

Evaluation, User  
Interviews, Survey  
Design, Diary  
Study, Usability  
Testing,  
Comparative  
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

### 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

### Fast Campus *User Experience Designer*

Mobile Application Design | Seoul, Korea (May. – Aug. 2018)

- Led and designed a travel application based on user research, wireframe, prototype, and usability test. Nominated 3<sup>rd</sup> place in in-house design competition

### 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

### 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