

# 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 - Current

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 3<sup>rd</sup> place in final design competition