

# APRIL E. SHIN

Passionate Experience 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*

**Fast Campus**  
Certificate in professional UX  
Design and Research  
*May - Aug 2018*

## SKILLS

**Design Methods**  
Contextual Inquiry  
Heuristic  
Evaluation  
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

**UX Consultant**  
NP Equity Partners | 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

**Junior Analyst**  
J.P. Morgan | 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

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

**Strategy & Research Intern**  
Billy Graham Evangelistic Association | Summer 2015  
Led inter-department project to evaluate association's business strategies via user research, interviews, content and data analysis

**UX Consultant**  
Wise UX Global Consulting Group | Apr 2014 - Jul 2014  
Developed individualized strategy proposals for Samsung Global Audio through creating up-to-date databases of high-end users, market trends analysis, user experience feedbacks, recommending firm's marketing process and future product development strategy

## PROJECTS

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

**UX Researcher**  
Michigan Medicine | Aug 2018 - Present  
Consult client's staffing issues in interpreter services via qualitative methods including competitive analysis, background research, user interviews, and affinity mapping

**UX Designer**  
Route Creator | May 2018 - Jul 2018  
Created an application that allows users to find the most efficient travel routes. Led design sprints via user testing, interviews, research. Nominated 3<sup>rd</sup> place in in-house final design competition