

brenda shih

product designer

EXPERIENCE

Product Designer / Boston, MA / Sept 2016 - present

Fidelity Investments

- Lead the design and product strategy of the team in charge of redesigning and rebuilding our Money Movement initiative.
- Worked closely with Fidelity's mobile team to integrate our new bank setup application seamlessly into the Native experience.
- Collaborated with 6 capability, development and design teams to create a full end-to-end RMD withdrawal experience. This resulted in 41.7% of people that were less likely to abandon the transaction in the first month.

UX Designer / Cambridge, MA / Sept 2015 - Sept 2016

Genospace

- Collaborated with multidisciplinary teams to create meaningful experiences centered on precision medicine.
- Conducted user research by interviewing data scientists, clinicians and patients. Utilized the data collected to inform our design thinking.
- Worked with business and engineering to plan potential roadmaps and built interactive prototypes for usability testing and product demos.

Knitwear Designer / Dusseldorf, Germany / Jun 2014 - Jan 2015

Esprit Corp.

- Researched and designed Esprit's Summer/Fall 2015 Women's knitwear collection
- Managed product development, traveling to China and Portugal to visit factories and suppliers
- Studied forecasts and identified product trends in European and Asian markets.

Knitwear Design Intern / New York, NY / Dec 2013 - May 2014

Helmut Lang

- Analyzed, sketched and patterned sweaters for Helmut Lang's Spring/Pre-Fall 2015 collection.
- Assisted our print designer on custom sweater designs and facilitated the prototype and sample outsourcing.

EDUCATION

Parsons New School for Design / New York, NY

BFA Fashion Design / May 2014

Dean's List 2012, 2013, 2014

Central Saint Martins, UAL / London, UK

BFA Fashion Design / May 2013

Study Abroad - London

CONTACT

✉ xbrendashih@gmail.com

☎ +1-408-966-1220

in [linkedin.com/in/brendashih](https://www.linkedin.com/in/brendashih)

💻 brendashih.com

SKILLS

Design

UI/UX
Interaction Design
Web and Mobile Application
Wireframing
Prototyping
User Research
Usability Testing
Product Strategy

Software

Illustrator, Photoshop
Axure, Balsamiq
Sketch, Invision
Principle, HTML/CSS

Language

Fluent in Mandarin

PASSIONS

Boston Cares

Boston, MA
Volunteer
April 2018 - present

Rosie's Place

Boston, MA
Volunteer
Jan 2016 - Dec 2017

Wildlife Center in Silicon Valley

San Jose, CA
Animal Care Volunteer