

brenda shih

product designer

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EXPERIENCE

Product Design Lead / Boston, MA / Sept 2016 - present
Fidelity Investments

- Lead a design team of 3 focused on simplifying the complex Money Movement transfer experience by driving design, usability and product strategy.
- Facilitate design thinking sessions for engineering and business partners.
- Redesign the full Standalone Add a Bank experience from conception to launch, reducing support calls by 110k in the first four months and increasing transaction completion rate to 86% in the first month.
- Collaborate in cross-functional effort with engineering, analytics and design teams to create a full end-to-end retirement withdrawal experience, resulting in a 13.1% decrease in support calls in the first month of launch.

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

- Designed digital products for Genospace, a technology company aiming to make complex genomic data more accessible to doctors and patients.
- Collaborated with multidisciplinary teams to create a portal for physicians and oncologists to optimize their workflow.
- Conducted user research by interviewing data scientists, clinicians and patients - analyzed the data collected to inform our design and business decisions.
- Worked with Business and Engineering to plan product roadmaps and built interactive prototypes for usability testing and client demos.

Knitwear Designer / Dusseldorf, Germany / Jun 2014 - Jan 2015
Esprit Corp.

- Designed and created tech packs for Esprit's Summer and Fall 2017 Women's Knitwear Collection.
- Oversaw product development with overseas factories, producing 32 knitwear pieces for the summer & fall seasons.
- Consulted with in-house buyers to analyze forecasts and identify product trends in European and Asian markets.
- Fit samples to bulk production and worked with suppliers to ensure pieces were high quality and product deadlines were met.

EDUCATION

Parsons New School for Design / New York, NY
BFA Fashion Design / May 2014

Central Saint Martins, UAL / London, UK
BFA Fashion Design / May 2013
Study Abroad - London

SKILLS

Design

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

Software

Illustrator
Photoshop
Axure
Sketch
Invision
Principle
HTML / CSS
Javascript

ADDITIONAL INFO

Awards

- Fidelity Representative
2018 Massachusetts Womens
Conference
- Fidelity EIA Award, 2017
Customer Obsessed

Language

Proficient in Mandarin

PASSIONS

Boston Cares

Volunteer
April 2018 - Dec 2018

Rosie's Place

Volunteer
Jan 2016 - Dec 2017