

# BRIAN SHIN

## UI/UX Designer

+1 778-998-0493 • bshin132@gmail.com • www.linkedin.com/in/bshin132 • https://brianshin.ca/

### Summary

Creative and user-focused UI/UX Designer with strong full-stack web development skills, combining design expertise with technical knowledge to create intuitive and functional digital experiences. Skilled in user research, wireframing, prototyping, and building designs that balance user needs and business goals. Proficient in Figma, Adobe XD, Sketch, and experienced in frontend and backend development using HTML, CSS, JavaScript, React, NodeJS, and SQL. Collaborative team player who works closely with developers and stakeholders to turn ideas into impactful products, while staying current with design trends and technology

### Experience

#### Cedars Husstem

Kuala Lumpur, Malaysia

##### UI/UX Designer

05/2024 - Present

- Collaborate with product managers, developers, and stakeholders to understand project goals and user needs, translating them into intuitive and visually appealing designs
- Conduct user research, gather insights, and create user personas to guide design decisions
- Develop wireframes, interactive prototypes, and high-fidelity UI designs using tools like Figma and Adobe XD
- Ensure designs align with brand guidelines while maintaining usability and accessibility best practices
- Work closely with developers to ensure smooth implementation of designs and maintain design consistency across platforms

#### West Coast Seeds

Delta, Canada

##### Digital Marketer

05/2021 - 03/2022

- Created and managed social media content across platforms including Instagram, TikTok, and Facebook
- Planned and executed digital marketing campaigns to drive traffic to e-commerce platforms and increase online sales
- Monitored campaign performance using analytics tools, identifying trends and opportunities for improvement
- Analyzed audience insights and campaign data to optimize strategies for better reach, engagement, and ROI
- Assisted with SEO efforts, including basic keyword research and content optimization

### Education

#### Lighthouse Labs

##### Web Development

05/2022 - 08/2022

- Completed an intensive full-stack web development bootcamp covering HTML, CSS, JavaScript, React, NodeJS, and SQL
- Led the UI/UX design for the final capstone project, including wireframing, prototyping, and creating high-fidelity designs in Figma before building the frontend
- Collaborated with teammates to translate design concepts into fully functional web applications, ensuring designs were both aesthetically pleasing and technically feasible

#### British Columbia Institute of Technology

##### Digital Design & Development

09/2019 - 05/2021

- Learned and applied user research methods, wireframing, prototyping, and usability testing to create intuitive digital experiences
- Conducted user research and usability testing to gather feedback and refine designs based on user needs
- Gained hands-on experience with Adobe Creative Suite, including Photoshop, Illustrator, XD, InDesign and After Effects, for graphic design, prototyping, and multimedia projects
- Conducted user research and usability testing to gather feedback and refine designs based on user needs
- Worked on team-based projects, collaborating with designers, developers, and project managers to deliver complete projects

### Skills

Adobe Photoshop • Adobe Illustrator • Adobe AfterEffects • Adobe InDesign • Adobe XD • Figma • Sketch • Webflow • Wix • WordPress

HTML • CSS • JavaScript • React • C# • jQuery • Storybook • NodeJS • SQL