

# Charisa Shin

charisa.design  
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work

## Instrument

*Junior Product Designer*

OCT 2020-

Expanding Nike's Running Club and Training Club mobile applications through collaborating with senior designers and copywriters on user retention product strategy and an overhaul of the mobile architecture to reach 30 million+ users.

## UCLA HCI Lab

*UX Researcher*

DEC 2019-

Spearheading user research studies and design sprints to rapidly prototype and develop AI-assisted user interfaces and SaaS applications in the public healthcare space. (CHI 2021, UIST 2020)

## USNDB

*Web UI Design Lead*

MAY 2019-

Leading redesign of the U.S. Network for Democracy in Brazil's website and NGO's entire rebranding campaign. Achieved increase of 251% unique visitors and 70% increased site engagement with last iteration.

## VISIONS Magazine

*Web UI Design Lead*

SEP 2019-

Developing and designing website for VISIONS Magazine, a literary publication that celebrates Asian-American and Pacific Islander identities. Partnering cross-functionally on visual identity and strategy.

school

## Brown University

*B.A. Human-Centered Design*

SEP 2018-MAY 2022

**Selected Coursework:** UI/UX Design, HCI Research, 3D Animation, Object-Oriented Programming, Cognition for Design (RISD)

**Major GPA:** 4.0

leadership

## Design@Brown

*Team Lead, Course Developer*

SEP 2019-MAY 2020

Developed curriculum for ENGN 32: Intro to Design, Brown University's first product design course (to be held Fall 2020). Launched campus-wide student-facing initiative to advance design thinking.

## ShelterTech

*Product Manager*

SEP 2020-

Guiding the development of SF Service Guide, a city-funded online directory of human services in San Francisco, through working cross-functionally with research, design, and development teams on product strategy and ideation.

toolbox

Adobe CC Suite, Sketch, Figma, Principle, InVision, Maya, HTML/CSS, JavaScript, React, Java, Python, C

Field Studies, User Research, Competitive Analysis, Design Thinking, Design Sprints, UI/UX Design, Product Strategy

Qualitative and Quantitative Research Methods, Data Analysis, Usability Testing