



# CHARITY SHIN

USER EXPERIENCE DESIGNER & RESEARCHER

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💻 [www.charitys.me](http://www.charitys.me)

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## EXPERIENCE

**UI/UX Design Contractor** Oct 2018 - Present

**Multimedia & Web Intern** June 2018 - Oct 2018

Learning Evolution

- Build and design mobile-friendly eCommerce courses
- Conduct market research for creative graphic and logo ideas
- Prototype brand-consistent interfaces for E-learning portal

**Administrative Assistant** Feb 2017 - June 2018

UCSD Triton Card Account Services

- Manage and utilize data in Excel, Access, and Blackboard
- Assist customers with site/app navigation or troubleshooting
- Communicate with different departments for various inquiries

**Marketing & Business Development** June 2015 - Aug 2017

Poki Yaki

- Assisted in developing menu and ordering layout
- Identified trendsetter ideas to set foundation for marketing
- Brainstormed and analyzed creative branding strategies

**Vice President** May 2016 - June 2017

**Public Relations** Jan 2015 - May 2016

UCSD KASA

- Created visual flyers and promotional contents for social media
- Led production of staff apparel from design to manufacture
- Implemented marketing strategies to increase membership

## PROJECTS

**ECM Course** [www.charitys.me/ecmproject](http://www.charitys.me/ecmproject)

- Design infographics about category management
- Utilize authoring tool to set foundation (layout, color, font)
- Develop characters, dialogues, and interface interactions

**Guiltea Cravings** [www.juddx.com/teamfoodies](http://www.juddx.com/teamfoodies)

- Collaborated to redesign a store site through user research
- Prototyped mobile-first & desktop flows for usability feedback
- Designed user-friendly visuals & contents to convey its brand

**Travel Buddy** [www.tinyurl.com/trabuddy](http://www.tinyurl.com/trabuddy)

- Ideate mobile app concept & collect research data accordingly
- Design UI mockups and interaction flow to conduct testing

## EDUCATION

**University of California, San Diego**

B.S. Cognitive Science

Spec. in Human Computer Interaction

Graduated June 2018

## COURSEWORK

Design for Development

Digital Tools for Art Practices

Usability & Information Architecture

Cognitive Ethnography

Practicum in Pro Web Design

Modeling & Data Analysis

Social Computing

Cognitive Design Studio

## AFFILIATIONS

**Korean American Student Association**

PR & Vice President 2015 - 2017

**Cognitive Science Student Association**

Member 2015 - 2018

## TOOLS

Sketch

Adobe XD

InVision Studio

Illustrator

InDesign

Photoshop

Axure

Zoho/Asana

Command Line

Google Analytics

Git/Github

Authoring Tools

## SKILLS

Visual Design

Branding

Technical Support

Korean (native)

Lo/Hi-Fi Prototyping

Interaction Design

Ethnography

User Research

Usability Testing

Content Creation

UX Writing

HTML/CSS/JS