



# 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

- Craft mobile-friendly courses in various authoring tools
- Wear multiple hats with projects ranging from logo to UI design
- Prototype brand-consistent interfaces for the E-learning portal

**Administrative Assistant** Feb 2017 - June 2018

UCSD Triton Card Account Services

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

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

Poki Yaki

- Assist in developing menu and ordering layout & experience
- Identify trendsetter ideas to set foundation for marketing
- Brainstorm and analyze creative branding strategies

**Vice President** May 2016 - June 2017

**Public Relations** Jan 2015 - May 2016

UCSD KASA

- Create visual flyers and promotional contents for social media
- Lead production of staff apparel from design to manufacture
- Implement marketing strategies to increase membership

## PROJECTS

**ECM Courses** [www.charitys.me/LE](http://www.charitys.me/LE)

- Design category management infographics & video graphics
- Establish style guide with coherent colors, font, and flow
- Develop course characters and interface interactions

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

- Collaborate to redesign a store site through user research
- Prototype mobile-first & desktop flows for usability feedback
- Design user-friendly visuals & contents to convey its brand

**Concert at the Lakes** [www.charitys.me/lakesiders](http://www.charitys.me/lakesiders)

- Communicate information between client and team members
- Conduct user research & devise management guide for client

## 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

Axure

InVision Studio

Illustrator

Photoshop

InDesign

Authoring Tools

Zoho/Asana

Command Line

Git/Github

Google Analytics

## SKILLS

Branding

Visual Design

Interaction Design

Lo/Hi-Fi Prototyping

Moodboarding

User Research

Heuristics

Competitor Analysis

Usability Testing

UX Writing

Korean

HTML/CSS/JS