



CHARITY SHIN

USER EXPERIENCE RESEARCHER & DESIGNER

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🌐 www.charitys.me

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EXPERIENCE

Administrative Assistant

Feb 2017 - Present

UCSD Triton Card Account Services

- Track daily transactions within various dining accounts
- Manage, organize, and utilize data in Microsoft Excel and Access
- Provide customer service via office visits, phone calls, and emails
- Communicate with colleagues and different departments for on-campus housing and dining inquiries

Marketing & Business Development

June 2015 - Aug 2017

Poki Yaki

- Assisted chef and owner to develop menu and ordering layout
- Identified trendsetter ideas to set foundation for marketing
- Formulated training manual and supervised new employees to guide through food preparation and customer service
- Brainstormed and analyzed creative growth strategies
- Prototyped and composed new, necessary branding collaterals

Public Relations & Vice President

Jan 2015 - May 2017

UCSD KASA

- Designed creative visual flyers and developed content strategy for social media promotion and member recruitment
- Formed effective internal communications and role organization to encourage staff members
- Implemented marketing strategies to increase membership
- Led production of staff apparel from design to manufacture

PROJECTS

Guiltea Cravings

www.juddx.com/teamfoodies

- Collaborated with developers to create a boba store website in 10 weeks based on user research and various personas
- Prototyped mobile-first and desktop flows for usability feedback
- Designed user-friendly visuals and contents to convey its brand

Concert at the Lakes

- Acted as Client Liaison to communicate and deliver information to client and team members
- Created wireframes and mock-ups of different ticketing options
- Handled user research and devised management guide for client

Poke Time

- Branded the company through logo and menu design
- Created promotional materials and managed social media pages

EDUCATION

University of California, San Diego

B.S. Cognitive Science

Spec. in Human Computer Interaction

Graduating June 2018

COURSEWORK

Design for Development

Intro to Research Methods

Distributed Cognition

Intro to Statistical Analysis

Digital Tools for Art Practices

Usability & Info. Architecture

Modeling & Data Analysis

Cognitive Ethnography

Practicum in Pro Web Design

Intro Programming MATLAB

Social Computing

Cognitive Design Studio

AFFILIATIONS

Korean American Student Association

PR & Vice President *2015 - 2017*

Cognitive Science Student Association

Member *2015 - Present*

TOOLS

Sketch

Invision

MATLAB

Photoshop

Illustrator

Axure

Git/Github

Command Line

HTML/CSS

SKILLS

Brand Development

UI & UX Design

Heuristic Evaluation

Web & Product Design

Usability Testing

Strategic Planning

User Research

Team Collaboration

Prototyping

Market Research