# CHARITY SHIN
### USER EXPERIENCE DESIGNER & RESEARCHER

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

**Travel Buddy** — 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 & SKILLS

| TOOLS | SKILLS |
|---|---|
| Sketch | Visual Design |
| Adobe XD | Branding |
| InVision Studio | Technical Support |
| Illustrator | Korean (native) |
| InDesign | Lo/Hi-Fi Prototyping |
| Photoshop | Interaction Design |
| Axure | Ethnography |
| Zoho/Asana | User Research |
| Command Line | Usability Testing |
| Google Analytics | Content Creation |
| Git/Github | UX Writing |
| Authoring Tools | HTML/CSS/JS |