



# CHARITY SHIN

USER EXPERIENCE RESEARCHER & DESIGNER

✉ [charityshin31@gmail.com](mailto:charityshin31@gmail.com)

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

☎ 714.625.6787

## 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

### Business Development Manager

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](http://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