



# CHARITY SHIN

USER EXPERIENCE AND PRODUCT DESIGNER

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💻 www.charitys.me

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## EXPERIENCE

**UI/UX Designer** Oct 2018 - Feb 2019

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

Learning Evolution

- Design and build responsive, accessible online courses
- Connect with stakeholders to deliver streamlined interfaces
- Engage in multiple projects ranging from web to print design

**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 & Service Designer** June 2015 - Aug 2017

Poki Yaki

- Analyze ordering experience to pinpoint needfindings
- Streamline operations holistically for customer satisfaction
- Craft and inform users with straightforward marketing designs

**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 apparels from design to embroidery
- Implement marketing strategies to retain membership

## PROJECTS

**ECM Curriculum** [www.charitys.me/ecm](http://www.charitys.me/ecm)

- Ideate a real-world concept with characters to engage learners
- Form a style guide with consistent font, colors, and layout
- Wireframe mockups and design impactful, interactive graphics

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

- Collaborate to redesign a boba store site through user research
- Convey clear, useful structure through analysis & moodboarding
- Prototype mobile and desktop flows for usability feedback

## 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

Marvel

Illustrator

Photoshop

InDesign

Zeplin

Git/Github

Command Line

Authoring Tools

Google Analytics

## SKILLS

User Research

Empathy Mapping

Competitor Analysis

Moodboarding

Branding

Content Strategy

Information Design

Interface Design

Interaction Design

Lo/Hi-Fi Prototyping

Usability Testing

HTML/CSS/JS