FERNANDA TAK SHIN

✉ fernanda.shin.ux@gmail.com

☎ 818.470.5504

☰ www.fernandashinux.com

UX/UI Designer

UX/UI Designer with a specialty in Interaction Design and 12 years of experience in User Interface and Motion Graphics in the entertainment industry. Passionate about building innovative products and design experiences that always puts the users first.

Experience

McGraw Hill Education, Santa Monica, CA

March 2016 - Present

-UI/UX designer for Engrade, a learning management software for K-12 and Higher Education
-Competitive Analysis, Research, Style Guides, Leading Focus Groups, Wireframing, User Testing, Visual Design, Interaction Design

Radius 60 Studios, Los Angeles, CA

January 2007 - Present

•Research, wireframing, and visual design concepts for Cross-Platform-Extras packages promoting digital movie purchases for Vudu, Apple iTunes, and Facebook
•Experience designing on multiple platforms such as AppleTV, Desktop, Mobile, and Tablets
•Create re-designs and UI for mobile apps
•Concept and design for children's tablet games
•Motion Graphics and UI design for DVD and Blu-Ray titles

Weston Mason and Assoc., Santa Monica, CA

May 2005 - December 2006

•Motion Graphics and storyboarding for DVD and Blu-Ray
•Create video and editing footage for theater ads
•Create visual design and branding for real estate companies

TwinArt, Los Angeles, CA

Freelance March 2005 - April 2005

•Motion Graphics and storyboarding ideas for TV Promos
•Lower third animation
•Show title design animation

Interlace Media, Los Angeles, CA

Freelance December 2004 - March 2005

•Motion Graphics and storyboarding ideas for TV Promos
•Company branding and website design

Education

Master of Arts, Interactive Media
London College of Communication
July 2009

Bachelor of Arts, Motion Graphics
Art Center College of Design
August 2003

UX Skills

Interaction Design
User Interface
Usability Testing
Wireframing
Prototypes
User Research
Information Architecture
Heuristic Evaluation
Sketching
Personas
Visual Design
Site Mapping
Task Flows
Competitive Analysis
User Testing
Motion Graphics

Software Skills

Axure
Omnigraffle
Invision
Photoshop
Illustrator
Dreamweaver
After Effects
Final Cut Pro
Working knowledge of HTML/CSS