

Janice Shin

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Education

SEP 2017 - JUN 2021

Stanford University - Bachelor of Science in Science, Technology, & Society

- Minor in Psychology
- Dance Marathon, PAE Mentor, Class Cabinet, Stanford Womxn in Design
- GPA: 3.52

Skills

- Python
- JavaScript
- Figma
- Adobe Photoshop
- Adobe Lightroom
- Korean (Intermediate Proficiency)
- Procreate

Certification

- Google Analytics
- Inbound Sales

Experience

JUL 2020 – FEB 2021

Break the Love - Associate Product Design Intern

- Led UI/UX for the independent worker experience for a venture backed vertical social tennis platform
- Prototyped & designed the end-to-end onboarding experience for independent workers to bring the businesses online Break the Love's marketplace product during COVID-19
- Designed a self-serve onboarding flow reducing CPC by \$1000 and 80% per provider
- Redesigned the sign-up flow on mobile & desktop increasing sign ups by 80% in 3 months

Purpose Project, IDEO - Marketing Intern

APR 2020 – FEB 2021

- Spearheaded the marketing for IDEO's Purpose Project, a digital educational platform that develops social emotional skills through immersive activities and experiences.
- Created and implemented social media strategy to increase engagement on platforms by 70% in three months' time.
- Research product's impact on the user interviews.

LRT Sports - Business Development Intern

MAY 2020 - JUL 2020

- A rotational internship with a college recruitment company focused on providing first-hand transparent knowledge to prospective student athletes.
- Established a cross channel partnership with *Parenting Aces* growing our subscriber base by 10% in 2 months
- Managed the remote internship program for the next cycle of 30 interns

Leadership

Stanford Women's Tennis - NCAA Division 1 Varsity Athlete

AUG 2017- JUN 2021

- Awarded a 4-year athletic scholarship to Stanford University.
- Key contributor to back-to-back PAC-12 team titles and NCAA team titles (2019, 2020)
- Played line #3-5 for singles and #3 doubles
- Received All-Tournament team accolades as well as PAC-12 Honors.

JAN 2019 - PRESENT

East Palo Alto Tennis and Tutoring - Volunteer Tutor

- One-on-one tutoring of elementary and middle school students in math and reading comprehension.
- Mentor them through their academic journey and prepare them for high learning opportunities

AUG 2018 - JUN 2021

Student Athlete Advisory Committee - Co-President of Community Service

- Delegated and organized a committee of 16 student-athletes to facilitate service opportunities throughout the school year for the entire student-athlete community.
- Created cross-channel partnerships with non-profit organizations as well as with on-campus organizations.

Interests

Tennis | Running | Bujo | Dogs | Photography