

APRIL E. SHIN

Passionate Experience
Designer

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EDUCATION

University of Michigan Ann Arbor, MI

Master of Science in
Information
Concentration in HCI, UX
Design and Research
Expected May 2020

University of Michigan Ann Arbor, MI

BA (Honors) International
Economics and Development
Recipient of FEBC Scholarship
May 2016

SKILLS

Design Methods

Contextual
Inquiry
Survey Design
Interviews
Wireframing
Prototyping
Storyboarding
Usability Testing
Business Strategy
Journey Maps

Tools

Sketch
Protopie
Invision
Adobe Creative Suite
Balsamiq
Zeplin

Technical

HTML/CSS
JavaScript/jQuery
Python
Github

Languages

English
Korean

EXPERIENCES

UX Consultant

NP Equity Partners | Dec 2017 - Mar 2018

Devised strategy proposal with case team to advise client on launching new AI product, conducting user study and interviews providing key challenges and potentials

Junior Analyst

J.P. Morgan | Mar 2017 - Jun 2017

Advised and consulted the most profitable commission product to multi-national corporate clients for FX remittance among diverse options, successfully executed the daily transaction

Research Analyst

The Boston Consulting Group | Dec 2016 - Feb 2017

Analyzed 200+ global tire dealership, devising distribution strategy with the team to advise client on future M&A

Strategy & Research Intern

Billy Graham Evangelistic Association | Summer 2015

Led inter-department project to evaluate association's business strategies via research, interviews and data analysis, identifying challenges and recommending steps to maintain donors and attract potential benefactors

UX Consultant

Wise UX Global Consulting Group | Apr 2014 - Jul 2014

Developed individualized strategy proposals for Samsung Global Audio by rigorous user study, market trends analysis, recommending firm's marketing process and future strategy

PROJECTS

UX Designer

Earn & Learn | Aug 2018 - Dec 2018

Conceptualize and create a skill-sharing and peer-tutoring platform by conducting user research and usability testing. Design and iterate sketches, wireframes, storyboard, prototyping

UX Researcher

Michigan Medicine | Aug 2018 - Dec 2018

Consult client's staffing issues via qualitative methods including competitive analysis, user research, interviews, affinity mapping

UX Designer

Route Creator | May 2018 - Jul 2018

Created an application that allows users to find most efficient travel routes. Nominated 3rd place in final design competition