LOAM SHIN

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objective

Aiming to utilize my technical skills in programming, design, user experience, and accessibility. I've also acquired extensive knowledge in Adobe Creative Suite, experience in customer service, and front-end coding.

related courses

Courses to be completed by May 2023:

• Client-side programming (Design and deploy both web-based and desktop-based using JavaScript, React, JQuery, C#)

• Prototyping and Usability Testing (User Research, A/B testing, Hi- and Low-Fidelity using Figma and front-end programming)

• Mobile Application Development (Design, develop, and test using Swift)

experience

Floral & Growth Brand UX/UI Intern / 1-800-Flowers.com, INC

JUN - AUG 2022 (JERICHO, NY)

I worked on existing and future UX features to enhance user experience across product brands on a mobile platform, and the work has been in the realms of interaction design, UI design, and prototyping.

• Led user-centered and visual designs for e-commerce product detail pages including SKUs features which led to an increase in conversion rates and user experience by 10%.

• Created initiatives to design interactions including upsell SKUs and sub-navigation tabs for UI, currently under live testing.

• Responsible for user research, A/B testing, information architecture, prototyping across a mobile platform.

UX Analyst / Center Access on Technology at RIT

JAN – MAY 2022 (ROCHESTER, NY)

Key Project: I worked on improving an educational game application, PopSign, in collaboration with Google, that focuses on teaching American Sign Language to hearing parents with deaf children.

• Created mockups and prototypes using Figma to implement game tutorials that enhance the player experience and improve their understanding of PopSign's gameplay, intergrating with Unity platform.

• Identified and troubleshoot UX problems and work closely with the engineers upon the release in March 2022.

• Conducted user studies including customer requirements and user behaviors to improve the effectiveness of the game.

education

Rochester Institute of Technology
BS in Human-Centered Computing
ANTICIPATED GRADUATION: DEC 2023

skills

Web Development
Responsive Design
UX/UI Design
Prototyping
Wireframing
Visual Design
User Research & Testing

tools

Github
Figma
Adobe XD
Photoshop
Illustrator

programming

HTML / CSS / JS
Python
Java
PHP