

# LOAM SHIN

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## objective

Seeking summer 2023 internship in UX Design or Front-End Engineering. Aiming to utilize my technical skills in programming, design, user experience, and accessibility. I've also acquired extensive knowledge in consumer brand experience 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

### 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 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.
- Worked closely with engineers to deliver and develop UI features around existing scripts across a mobile platform.
- Responsible for user research, A/B testing, information architecture, prototyping.

### 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, integrating with Unity platform.
- Identified and troubleshoot UX problems and work closely with the engineers upon the release in March 2022, as well as delivering new UI features using React.
- 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