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
Graduated May 2016

SKILLS

Design Methods
Contextual
Inquiry
Survey Design
Interviews
Wireframing
Prototyping
Storyboarding
Usability Testing
Affinity Mapping
Journey Maps

Tools
Sketch
Protopie
Invision
Adobe Creative Suite
Balsamiq
Zeplin

Technical
HTML/CSS
JavaScript/jQuery
Python
Github

Languages
English
Korean

WORK EXPERIENCES

Uber
Product Design Intern | May 2019 - Aug 2019

Design user flows and experiences by turning conceptual ideas into useful and valuable for 100+ million uber users and contribute to high-level strategic UX decisions with cross- functional teams

NP Equity Partners
UX Consultant | Dec 2017 - Mar 2018

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

J.P. Morgan
Junior Analyst | 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

The Boston Consulting Group
Research Analyst | Dec 2016 - Feb 2017

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

Wise UX Global Consulting Group
UX Consultant | 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

COURSE PROJECTS

UX Designer
Earn & Learn | Aug 2018 – Dec 2018 *(Top Design Nominated)*

Conceptualize and create a peer-tutoring platform through user research, usability testing, wireframes, storyboard, prototyping

UX Designer
Client: Sezzle | Aug 2018 – Dec 2018

Design and consult client's BNPL payment platform through tailored user needs assessment and usability evaluation

UX Researcher
Client: Michigan Medicine | Aug 2018 – Dec 2018

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