

Olivia Shin

UX/UI Designer | UX Researcher

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PROFESSIONAL SUMMARY

I am a UX/UI Designer and Researcher with experience in Education, eCommerce, and Non-Profit Industries and a strong focus on data-driven design strategies. I am an artistic designer, proficient in tools such as Figma, Sketch and Procreate with a strong foundation in UI visuals, product design, branding, illustration, iconography, typography, and color theory. Utilizing a human-centered approach to research centered around behavioral observation methods from Cognitive Psychology, I bring about meaningful research and design solutions.

SKILLS

UX/UI Design, User Research, Prototyping, Interaction Design, Quantitative & Qualitative Research, Personas, Journey Mapping, Competitive & Comparative Analysis, Usability Testing, Information Architecture, A/B Testing, Surveys, Interviews, Mobile Design, Website Strategy & Analytics, Data Visualization, Basic HTML/ CSS/ Javascript (Code Literacy)

TOOLS

Figma, Sketch, Miro, Jira, Confluence, OptimalSort, Adobe Creative Suite, Google Suite, Microsoft Suite & 365, Procreate

EXPERIENCE

HiCal Projects, Remote

UX/UI Designer & UX Researcher, Part-Time | May 2023 - Present

- Spearheading the early design process to create a web-based application to aid parents in scheduling playdates and activities for their children with other families in their circle, product set to launch in July 2023.
- Collaborating with a cross-functional team of Fullstack developers, UX Researchers, and a Project Manager, working in sprints within Agile framework
- Leading cross-collaborative design and research workshops, making sound UI decisions meeting market demand and trends from competing companies and industries.

The Wing Luke Museum of the Asian Pacific American Experience, Seattle, WA

UX/UI Designer, Contract | Aug 2022 - Dec 2022

- Worked with a team of three UX Designers on a responsive website redesign project in collaboration with the Marketing Department, focusing on improving information architecture and accessibility.
- Conducted extensive research using various methods including website analytics, feature inventory, competitive and comparative analysis, surveys, and user interviews to gather insights on factors that drive conversions.
- Created low, medium, and high-fidelity prototypes in Figma, incorporating Wing Lukes' design aesthetic for visual guidance and consistency, while also adhering to brand guidelines.

Renown Consignment by Suvai Gunasakaran, Remote

UX/UI Designer | Project Lead, Contract | Jul 2022 - Aug 2022

- Led end-to-end design process, resulting in 10% increase in user satisfaction and doubled onboarding engagement time for higher user retention. Achieved high client satisfaction.
- Built a comprehensive component library and graphic user interface for a brand-new eCommerce platform with strong user focus, resulting in a projected increased user engagement and sales.
- Identified core user needs and redirected original product direction through compelling research deliverables. Resulted in a highly successful product exceeding client and user expectations.

JK Law Group, Bellevue, WA

Escrow Associate, Full Time | Jul 2021 - Apr 2022

- Successfully managed and led communication efforts between multiple cross-functional teams and organizations, resulting in the timely completion of 60+ secure transactions.
- Demonstrated exceptional time management skills by independently managing and overseeing upwards of 10 commercial escrow transactions simultaneously, resulting in a streamlined workflow and timely completion.
- Effectively maintained open lines of communication with clients to increase client satisfaction and repeat business.

EDUCATION

General Assembly - User Experience Design

Certificate of Completion

University of Washington - Seattle

Bachelor of Arts, Psychology