

Yoo Jin Shin

Orange County-based UI designer creating inclusive experiences through design and empathy

Experience

Beverly Glen Laboratories - Web UX/UI Graphic Designer

2018 - current, Orange County, CA

- Spearheaded the complete redesign of b.glen US's B2C e-commerce platform, achieving a 600% sales increase over 3 years by implementing responsive designs and optimizing user flow.
- Led the UI/UX design for an online skincare seminar sign up page, enhancing user experience through intuitive interfaces and streamlined user flows, resulting in a 230% increase in sign ups.
- Conducted comprehensive user research and usability testing across a range of personas, applying insights to design compelling websites and improve overall user experience.
- Collaborated with cross-functional teams to define product strategies and create wireframes, prototypes, and high-fidelity mockups in addition to campaign visuals including emails and social media banners.
- Developed and maintained a comprehensive design system using Figma and Adobe Creative Suite, ensuring brand consistency across all digital assets and streamlining the design process.

Freelance Designer

2016 - 2023

- Created various assets for brands and private commissions including logos, event packaging bundles, and patterns.
- Effectively communicated design concepts and rationales to stakeholders at all levels, ensuring alignment and buy-in for design directions and decisions.

Cartoon Network Studios - Production Intern

June 2016 - August 2016, Burbank, CA

- Mediated discussions among key stakeholders about changes in the pipeline and material access, resulting in successful transition from a shared drive to a more secure network for confidential material including scripts and recordings.

Projects

SoCal Street Food Vendor App

2023

- Designed an app for street food vendor catering booking services from initial concept to high fidelity prototypes.
- Conducted user testing, edited and refined the design at relevant stages to increase usability.

Toymaker, An Independent Film - Producer

2016-2017, Providence, RI

- Featured in 11 Film festivals around the world, won three awards, and one finalist.
- Established the main portal of communication and project management tools centered on communication and asset management.
- Structured and scheduled the entire pipeline of the short animated film including pre-production, production and post production while keeping track of working footage.

Contact

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Education

Brown RISD Dual Degree

Providence, RI

- Rhode Island School of Design, Illustration BFA
- Brown University, Modern Culture and Media A.B.

Skills

Design

UX Research • UI/Interaction Design
• Journey Mapping • Wireframing • Prototyping • Usability Testing • Usability Research • Web Design • Visual Design • Print • Illustration

Software

Sketch • Figma • Adobe CC (XD, Photoshop, Illustrator, InDesign, Premiere, After Effects) • HTML • CSS • JavaScript • InVision • Miro

Languages

English (Native) • Korean (Native) • Japanese (Business Fluency) • Spanish (Basic)