Elizabeth Shin

Mixed-Methods UX Researcher

5+ years of combined UX and clinical research experience, including nearly 2 years conducting mixed-methods research for social media and digital products. Skilled in UX research methods, statistical analysis, and stakeholder collaboration to inform product strategy and enhance user engagement.

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Professional Experience

Lead UX Researcher | **SenterME |** Health & Wellness App (B2B and B2C) **|** Remote **|** Jun 2024 - Present

- Delivered 15+ actionable insights from usability testing, surveys, and user interviews, driving home screen and profile page enhancements that improved user engagement and increased feature adoption.
- Increased conversion rate from free to paid users by 21% within the first week of product launch through research-driven design recommendations and feature optimizations.
- Led cross-functional collaboration with CEO, PMs, developers, and UX designers, ensuring alignment between business goals and research outcomes.
- Reduced user recruitment-to-data collection timelines by 30% through research process optimization.

UX Designer & Researcher | **Umee |** Social Media App (B2B and B2C) **|** Remote **|** Aug 2023 - Apr 2024

- Conducted competitive analysis of social media companies, synthesizing insights to inform product design and strategic direction.
- Integrated competitive insights into scalable, user-centric product designs, ensuring 100% on-time project delivery in a fast-paced environment.
- Managed design systems, ensuring consistent integration of components across products.

UX Researcher | **General Assembly Hackathon |** PetDoc: AI Powered Pet Health App (B2C) **|** Remote **|** Jun 2023 - Jul 2023

- Directed research-backed design, conducting usability testing and achieving a 100% user satisfaction rate.
- Facilitated user interviews and research synthesis, driving product enhancements based on actionable insights.

UX Researcher | **Prosperity Digital Marketplace: United Way |** Financial Services Website (B2C) **|** Remote **|** Feb 2022 - Mar 2022

- Increased onboarding success rates by 75% by leading UX research and optimizing onboarding workflows.
- Secured 80% client adoption of design recommendations by presenting compelling research-backed narratives to key stakeholders.
- Managed cross-functional project coordination, ensuring seamless internal communication and task delegation.

Research Fellow | **Harvard School of Dental Medicine |** Boston, MA | Jun 2013 - Jan 2015

- Managed large-scale data collection and analysis, synthesizing research findings into comprehensive reports for NIH-funded studies.

Education

Data Analytics Certificate
New York University | Expected Aug 2025

User Experience Design Certificate
General Assembly | 2022

Pre-Medical Studies
Harvard University Extension School | 2020

Bachelor of Arts (B.A.) Psychology
Wellesley College | 2007

Skills

Mixed-Methods Research, Qualitative Research, Quantitative Research, Research Design, Usability Testing, In-Depth Interviews, Statistical Analysis, ANOVA, Regressions, T-Tests, Data Analysis, Product Development, Consumer Insights, Insight Translation, Cross-Functional Collaboration, Stakeholder Engagement, Strategic Storytelling, UX Research Methods, Product Strategy, Design Optimization, User Engagement, Research Synthesis

Tools

Figma, FigJam, SQL, SPSS, Google Suite, UserTesting, Miro, Trello, Notion, Microsoft Office: Excel, Word, PowerPoint, AI, LLMs