

ELIZABETH SHIN

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Empathetic UX Designer with 5+ years of clinical research expertise, transforming complex data into intuitive, user-focused designs. Driven by curiosity and collaboration, I excel in turning insights into impactful solutions. Currently sharpening technical skills in statistics and SQL to elevate data-driven innovation.

SKILLS

UX RESEARCH: Affinity mapping | Competitive analysis | Concept testing | Personas | Survey Design | Usability testing | User interviews

UX/UI DESIGN: Design systems | High-fidelity mockups | Information architecture | Prototyping | Sketching | User flows | Wireframing

TOOLS: SQL | Figma | Microsoft Office Suite | Microsoft SharePoint | Google Suite | Trello | Canva

EXPERIENCE

Lead UX Researcher | SenterME: Health & Wellness Company (remote) June 2024 - Present

- Combined qualitative and quantitative data from interviews, surveys, and usability tests, leading to successful feature updates on the home screen and profile page.
- Managed research initiatives and informed the product roadmap for a B2B pilot, collaborating with product management to align business goals to user needs.
- Facilitated cross-functional collaboration between stakeholders, UX researchers, and product teams to define research goals and deliver insights, ensuring alignment with project objectives and client needs.

UX Designer | Umee: Social Media Company (remote) August 2023 - April 2024

- Delivered end-to-end solutions for an innovative mobile chat, while ensuring brand consistency and user-centric design for a B2B2C social network startup.
- Conducting user research and synthesis in collaboration with a cross-functional team of product managers, software developers, and designers while presenting research insights to the CEO and other stakeholders.
- Revamped and categorized over 200 company resources, introducing a more efficient classification system that is now integral to the organization's operations.

UX Researcher | General Assembly Hackathon: PetDOC (remote) June 2023 - July 2023

- Achieved 75% user satisfaction rate on design solutions through comprehensive user testing and feedback analysis, showcasing a strong willingness to learn user needs and be flexible when creating designs.
- Directed user research for an AI-powered pet patient portal, leading interviews and usability studies to gather user insights.

UX Consultant | Prosperity Digital Marketplace: Subsidiary of United Way (remote) February 2022 - March 2022

- Accomplished a 300% increase in onboarding success rates during prototype testing by leading user experience research and product development to streamline onboarding processes.
- Achieved 80% client adoption of design recommendations by aligning user and client needs through storytelling with compassion and excellent interpersonal skills when presenting to the CEO and key stakeholders.
- Implemented organized project management skills as the primary point of contact for both internal teams and clients, coordinating user recruitment and delegating tasks to the team.

Clinical Research Fellow | Harvard University School of Dental Medicine (Boston, MA) June 2013 - January 2015

- Conducted a detail-oriented data collection and analysis for NIH-funded research on adverse events that occur in dental clinics.
- Performed literature reviews to synthesize research information and effectively communicate findings to principal investigators.

Clinical Research Assistant | Park Avenue Neurology (New York, NY) April 2008 - January 2011

- Conducted and published a study on brain stimulation hardware as a clinical intervention for Alzheimer's disease, showcasing its potential in clinical application and influencing treatment decisions through evidence-based insights.

EDUCATION

New York University | Certificate of Data Analytics (*in progress*) | Foundational Statistics, SQL Programming Language

General Assembly | User Experience Design Certificate

Harvard University Extension School | Pre-Medical Sciences Program, Introduction to Statistics for Behavioral Health Sciences

Wellesley College | B.A. in Psychology | Howard Hughes Medical Institute Grant Recipient

HOBBIES & INTERESTS

Cooking healthy meals for my toddler | Exploring other cultures through their cuisine | Interior decorating | Painting | Traveling