

Charles Shin

Product Design

Contact

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Tools

Sketch

Principle

Framer

Webflow

Figma

InVision

Illustrator

After Effects

Photoshop

Experience

Co-Founder, Kono, Inc.

2017 – Present

- Creative design agency focused on brand, visual, and experience design for startups
- Team of 3 designers and creatives with experience at Uber, Adobe, and Red Bull
- Portfolio of 10+ clients in a variety of spaces including real estate, CRM, and real estate

Warby Parker

2018 – Present

- Lifestyle brand that offers designer eyewear at a revolutionary price while leading the way for socially conscious businesses distributing over 4 million pairs of glasses
- Collaborating with one other designer on features targeted at returning customers including Picked for You (frame recommendations) and Prescription Services

Uber

2017

- Ride-hailing transportation and food delivery services operating in over 450 cities and 76 countries, increasing accessibility for riders and drivers with more than 5 billion trips taken
- Collaborated as 1 of 4 designers on Uber Rent, a new feature giving riders the ability to leverage car-sharing networks such as Getaround through the current Uber app
- Redesigned a key part of the core flow after 9 negative initial user tests, focusing on rental education, upfront pricing, and rental confirmation

Weebly

2016

- YCombinator backed web-hosting service featuring a drag-and-drop website builder that empowers over 20 million sites of entrepreneurs and small businesses acquired by Square
- Designed wireframes, mockups, and interactive prototypes for new mobile onboarding and upgrading processes that increased user retention on those screens by 125%
- Created workflow and dashboard of abandoned cart emails for eCommerce sites on Weebly based on research of existing designs and user tests for a 12% recovery rate

Education

University of Michigan, Ann Arbor

Class of 2018

- Major in User Experience Design, School of Information
- Minor in Entrepreneurship, College of Engineering