

CINDY SEOJUNG SHIN

Product Designer

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Professional Summary

I am a Product Designer with a background in fine arts and industrial design for product development. I have experience working cross-functionally with both creative and business driven teams to help create products that allow our customers to make meaningful connections. I use my passion for empathetic problem solving and collaborative innovation towards adding value to the ways people communicate with each other through technology.

Experience

Product Designer

Chorus

2020 / New York, NY

- Principal designer for Chorus app's virtual video dating feature (iOS, Android), created in response to social demand during COVID-19 crisis.
- Supporting CEO and lead designer in implementing design changes to mobile app based on user research and feedback.
- Creating graphic materials and designs for social media and online presence.

Product Design Consultant

Curastory

2019 / New York, NY

- Designed and prototyped the media marketplace platform and buyer flow for Curastory's website.
- Conducted user interviews and usability testing for mid and hi-fi prototypes.
- Presented the research and product reveal demonstration for stakeholders.

Product Designer

Lovepop

2018-2019 / Boston, MA

- Full time designer, working in-house to create specialized 3D stationary products. Created concepts and engineered original product ideas using 3D CAD program Rhinoceros.
- Participated with UX researchers to implement design insights from user data.
- Worked with brands such as Illumination and Universal to design and generate assets for licensor approved original product.
- Collaborated with a team of fellow designers and with the art director to reach quarterly goals for production.

Education

General Assembly

User Experience Design
2019 / New York, NY

Rhode Island

School of Design

Bachelor of Fine Arts
2014-2018 / Providence, RI

Skills

Interface Design
User Experience Design
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Design Thinking
Information Architecture
Persona Development
Rapid Prototyping
Competitive Analysis
Site Mapping
Storytelling
Usability Testing
User Research
Wire Framing

Tools

Sketch
Figma
Zeplin
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
InVison
Keynote