

ED SHIN

Portfolio: www.extracogent.com

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412-512-8354

SKILLS

Agile Methodology

User Research

Storyboarding/Wireframing

Prototyping (InVision)

Visual Design (Sketch, Ps, Ai)

Motion Graphics (Ae)

Web Development (HTML/CSS/JavaScript)

Sound Engineering (LIVE, Reason, Sb)

RECOGNITION / AWARDS

2015 Intelligent Health Association Award
Improving Regulatory Compliance

2008 Practical Web Design Magazine
Showcase Gallery

2008 Interactive Media Award
Best In Class Award for Nonprofit

2007 Step Inside Design Magazine
Best of Web

2007 DynamicGraphics Magazine
RE:Design Winner

EDUCATION

Carnegie Mellon University (1998)
BS Biology/Computer Science Track

2013 - Current

Sr UI/UX Designer at UPMC Enterprises

- Lead design and development teams through complex UI/UX problems
- Communicate user-centered design rationale to stakeholders
- Conduct user research and facilitate whiteboard sessions
- Create IA, storyboards, and wireframes
- Rapidly design prototypes with InVision
- Create production ready visual design
- Establish UI/UX design patterns for development teams
- Validate design ideas through user testing and agile methodology
- Assist front-end development with HTML, CSS, and JavaScript
- (Product: Curavi) Design a telemedicine application that connects doctors with nursing home residents and families.
- (Product: Patient Care Messenger) Design a mobile app to help hospital teams get through the complex and highly coordinated efforts of patient care.

2011 - 2013

Sr UI/UX Designer at PNC Bank (Digital Group)

- Lead design and development teams through UI/UX best practices
- Communicate user-centered design rationale to stakeholders
- Conduct usability research
- Rapidly design paper and digital prototypes
- Create IA, wireframes, and production ready visual design.
- (Product: Wealth Insight) Design PNC's wealth management app for web and mobile. Solve complex UI/UX challenges including mobile banking, stock trading, and portfolio management.

2009-2011

Sr Interactive Designer at Mind Over Media

- Design web and mobile apps for Division 1 college sports teams including Penn State football, USC football, and Dayton basketball. Solve complex UI/UX challenges for navigating and presenting rich sports statistics.

2009-2011

UI/UX Consultant at ExtraCogent LLC

- Provide UI/UX design consulting for clients including Intel and American Eagle Outfitters. Create IA maps, mockups, infographics, design standards documents, and detailed visual design.

2004-2008

Designer at REI Barkley, LotterShelly, and Elliance.

- Design web apps for Giant Eagle Market District, Phipps Conservatory, and PA Dept of Tourism.

1998-2003

Web developer at Sapient, US Steel, and ThoughtForm design.

- Develop web applications for Bank of Boston, Steelcase, and US Steel.