

ED SHIN

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Skills

Agile methodology
User research
Storyboarding/wireframing
Prototyping (InVision, Principle, Flinto)
Visual design (Sketch, Ps, Ai)
Motion graphics (Ae)
Sound engineering (LIVE, Reason, Sb)

Recognition

2015 Intelligent Health Association Award
Improving Regulatory Compliance

2008 Practical Web Design Magazine
Showcase gallery

2007 Step Insie Magazine
Best of web

2007 Dynamic Graphics Magazine
RE:Design winner

Education

Carnegie Mellon University
BS Biology/Computer Science Track

Experience

Head of User Experience Design at Aires

2017 - Current

Aires is a relocation management company that built their own suite of enterprise applications without any understanding of user-centered design. I was brought on board to introduce user-centered design thinking and to provide a strategy for redesigning their customer experience and the supporting software ecosystem.

- To help Aires create a coherent customer service experience, I deconstructed their whole software ecosystem to identify root design issues and to establish a roadmap which included new UX flows and design patterns for mobile, tablet, and web.
- I led sessions to educate management & stakeholders on design thinking and worked closely with the design and development team to mentor them on the best practices of user-centered design.
- To help Aires transition from waterfall to agile methodology, I introduced design deliverables such as storyboards, wireframes, flows, and the practice of frequent user-testing to validate ideas.

Sr Designer at UPMC Enterprises

2013-2016

UPMC Enterprises builds new products for the health care industry. As a senior designer, I led a team of designers and developers to build health care applications from the ground up.

- When tackling new product ideas, I spearheaded user-research, user-testing, and produced all UX design deliverables. These products include a mobile messaging app to help hospital staff coordinate their efforts, and a tele-medicine tool to connect doctors with remote nursing homes.
- We had a diverse team so I provided mentorship to junior level designers to help them navigate through design challenges as well as provide career guidance.

Sr Designer at PNC Bank

2011 - 2013

At PNC bank I was part of a team of designers who helped to create a seamless customer journey through online and retail channels. As a senior designer I was responsible for the suite of applications used by wealth management clients. I helped design and launch PNC's first wealth management mobile app called Wealth Insight.

Interactive Designer / Developer

1998-2011

Prior to PNC bank, I worked as an interactive designer at various creative agencies including SapientRazorfish, REI Barkley, and ThoughtForm. With my background in computer science, I also worked as a front-end developer at various IT consulting firms right out of college, until I discovered my true passion in UX/UI design.