

## Seung-Yun Shin

/sŭng-yŏn shin/

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### **SENIOR UX DESIGNER at Datacubed Health**

Oct 2017 to now

I work closely with the Research Scientist and the React Native Developer to digitize + gamify cognitive tests—like Stroop and N-back—and behavior trackers—like nutrition, expenses, and an activity tracker for Y-Combinator Research’s basic income study. We carefully iterate on designs and builds for scientific validity. I lead the process and aim to integrate usability testing at effective times.

I regularly conduct user research to test out assumptions and usability for our participant-facing app and synthesize findings to shape requirements for client needs and general improvements.

I designed ResQ, an award-winning app that uses key predictive indicators to connect those in opioid addiction recovery with their support. I recruited and interviewed volunteers who are in recovery—and created features based on their input. I am now managing the project and design for the build.

### **DESIGNER, CREATIVE SERVICES at Quartz, Atlantic Media**

Nov 2016 to Oct 2017

As the UX specialist on the team, I advocated for a more methodical production process focused on user experience and worked with the analytics team to generate an index of performance analytics to give access to other designers. I collaborated with content and dev to produce sponsored interactive content on tight deadlines including an educational game about blockchain for a sales proposal and a 3D Touch proof of concept.

### **IA / UX DESIGNER at Modus Agency (formerly Bootsoft)**

May 2013 to Nov 2016

My work ranged from small products for restaurant survey startups like Renzell—designing from concept to interface—to complex systems for clients like Coldwell Banker—restructuring and redesigning a responsive intranet for lead tracking.

### **DESIGNER ASSISTANT at Kelli Anderson**

Summer 2012

I worked with Kelli in her multi-disciplinary design/art studio to research, organize, and execute both physical and digital projects, including artist Wendy Macnaughton’s website and newspapers for the Meta-Monumental Garage Sale at the MoMA.

### **BA, ARCHITECTURE at Barnard College, Columbia University**

2009 to 2013

Having a background in architecture has allowed me to think about design more as a process than a final product. I learned how to be a rigorous experimenter, working within requirements and using research to form the physical—trying to be conscious of the inevitable disparity between what’s designed and what’s built.