

Lizzy Shin

GRAPHIC DESIGNER & UI/UX DESIGNER

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EXPERIENCE

Graphic & UI Designer

Otterwise | Apr 2024 - Jun 2024

- Led the design and development of a responsive website for the startup Climate Solutions Now using Squarespace, promoting products and services while raising awareness of urgent environmental issues resulting in positive feedback from client
- Developed full brand guidelines with a new logo, color palette, and typography hierarchy

Graphic & UI/UX Designer

The Innerwork Center | Jan 2023 - Oct 2023

- Conducted user interviews with memberships to identify challenges with the unclear value proposition and website navigation
- Redesigned the website to enhance accessibility for all age ranges by reducing number of clicks and scrolls
- Designed 8 mockups for social media posts and 3 video thumbnails
- Planned and executed the project based on the nonprofit budget of less than \$1000
- Researched the wellness industry and analyzed local competitors to target individuals seeking a better work-life balance

UI/UX Design Intern

Bank of America & VCU | May 2022 - Sept 2022

- Created iterations of agile product development and high-fidelity prototypes for a digital student ID platform for VCU students
- Collaborated cross-functionally with team of 6 developers and 5 designers to build a functioning mobile application
- Conceptualized and executed the brand guidelines and overall visuals of the application
- Developed financial learning features by conducting user interviews and usability testing with 145 VCU students
- Presented design decisions and solutions to stakeholders within the given project timeline and achieved the goal of continued sponsorship with clients

FREELANCE & PROJECT

Graphic & UI Designer

The Research Bookmark (Client) | Jan 2023 - May 2023

- Lead the rebranding and worked with a cross-functional team to develop a web-based UI/UX learning tool that is more user-friendly and engaging to collegiate users
- Designed wireframe, landing page, and dashboard to guide students to their new UI/UX journey
- Conducted user testing to determine if the functionality of The Research Bookmark website is relevant to the university's needs
- Researched and strategized social media recommendations that are relevant to current generation

Gloomy Heart

Personal Brand | Jan 2022 - Present

- Developed a visual character brand and customized products for sale
- Researched and iterated product ideas for continual business growth

EDUCATION

Virginia Commonwealth University | BFA Graphic Design GPA: 3.98

Aug 2019 - May 2023

Virginia Commonwealth University | Certificate in Product Innovation

Aug 2022 - May 2023

SKILLS

Software | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Blender, Canva, Figma, HTML & CSS, Procreate

Design | 3D Modeling, Branding, Illustration, Layout, Mobile and Web Design, Motion Graphics, Print, Prototype, Typography, Usability Testing, User Interview, User Research, Wireframe

Language | English & Korean