Susie Jin
Product Designer

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Experience

Shure | Product Designer 2
Full-time | Oct 2024 - Present | Seattle, WA

- Evolving a scalable design system by creating **cross-platform components** that balanced standardization with flexibility, enabling consistent yet adaptable experiences.
- Leading iterative testing to transform complex **B2B workflows** into intuitive patterns, using qualitative insights to reduce cognitive load and improve decision-making speed.
- Creating **documentation** and **accessibility guidelines** to enable consistent, reliable engineering implementation.

Aya Healthcare | Product Designer
Part-time | May 2022 - May 2023 | San Diego, CA

- Shipped responsive, user-centered redesigns for high-traffic legacy pages, driving a **6%** increase in page views through targeted research and prototyping.
- Revamped the legacy design using a new design system and created a responsive, user-centered experience based on research insights conducted on high-traffic pages, each with over **1 million** views.
- Structured and organized components within the **design system** with fellow designers during the transition from Sketch to Figma.

Paramount+ | Product Designer
Internship | Jun 2023 - Aug 2023 | Burbank, CA

- Spearheaded the creation of comprehensive **web accessibility guidelines** from the ground up, empowering designers within the design system to craft inclusive experiences in alignment with **WCAG 2.2 AA** standards.
- Collaborated with the design system team, accessibility experts, and product designers to gain insights and identify opportunities for enhancing **color contrast**, addressing **color dependency**, refining **keyboard support**, and improving **interface zoom support**.
- Conducted in-depth **interviews**, **surveys**, and **usability tests** to identify critical areas for accessibility improvement within the design system and organized **workshop** sessions to collaboratively ideate solutions.

Aible | UX Researcher
Client's project | Jun 2023 - May 2023 | Chicago, IL

- Conducted qualitative research on **generative AI experiences**, developing UX hypotheses and validating them through usability testing.
- Documented research findings for clients, offering actionable **UX recommendations** related to data privacy and efficient AI usage.

Jones Lang LaSalle (JLL) | Product Designer
Internship | Jun 2021 - Aug 2021 | Chicago, IL

- Created and ran **A/B tests** to reveal users' habits and preferences, and delivered data-driven products that align with users' expectation.
- Led **responsive web design** to optimize experience, functionality, and usage at the JLL.com site which resulted in **27%** increase in page view with **90%** confidence rate.
- Analyzed **100+** onsite customer feedback to present to stakeholders and suggested visual and UX improvements.

Education

UC Berkeley
M.S. in Design
Graduated Dec 2023

UC San Diego
B.S. in Cognitive Science
Graduated Jun 2022

Skills

Design
human-centered design • motion design • wireframing • mockups • prototyping • brand identity • iconography • design system • accessible design • Material Design • information architecture • iterative design

Research
user interview • usability test • A/B test • user acceptance test • persona • user flow • storyboard

Tools
Figma • Sketch • Adobe CC • Miro • Protopie • Flinto • Procreate • InVision • UserTesting.com • Adobe Target • Airtable • Medallia • JIRA

Awards

IF Design Award 2025
| Winner in UX Concept

Empowered visually impaired students' learning experience.

IDA 2024
| Bronze Winner

SF Design Week 2023
| Winner in Student Category