# Josephine Shin

Visual, UX designer

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Atlanta, Georgia

## Experience

**Fiserv,** UX Designer

Alpharetta, GA │ June 2023 - Present

- Designed UI improvements and new features for a CRM platform that supports over 11,000 clients and associates, aimed at helping users resolve inquiries through self-service capabilities and AI-boosted search.
- Served as an all-encompassing designer supporting the B2B, B2C and AI Development team with any UI tasks as needed for the CRM in an agile environment including integration of a merchant ticketing platform into our self-service CRM.
- Gathered and translated requirements into mock ups and prototypes to present to internal stakeholders, product owner, and team leads.
- In collaboration with the AI Development team, conducted user interviews & tests, designed and prototyped AI-driven features to support internal call center agents and decrease AHT.

**Huneebee Project,** Web Design and Marketing Intern

New Haven, CT │ May - Aug 2022

- Redesigned and expanded the resource library within the company website to improve navigability for users.
- Collaborated with other interns in the design and development of an internal communication portal.
- Revised the landing page of the company's digital marketplace by testing for color accessibility and improving legibility to improve the user experience.
- Publicized upcoming community events by designing Instagram posts/stories and flyers on Canva.

**Design Head,** Yale Logos

New Haven, CT │ Aug 2021 - June 2022

- Spearheaded the design of semesterly student-composed Christian thought issues and articles by brainstorming themes, sourcing images, creating layouts of spreads utilizing InDesign, and publishing print and online versions for the entire Yale student body.

## Education

**Yale University**

New Haven, CT │ 2019-2023

B.A. Computing and the Arts (Computer Science & Graphic Design)

## Skills

Design Thinking

Prototyping

UX/UI Design

Visual Design

## Tools

Adobe Creative Suite

Canva

C, CSS, HTML

D3, Javascript

Figma

InVision

Jira

Python