

Carlos Shin

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Summary

Seasoned product designer with 13 years in the industry, specializing in workflows and interfaces for complex tasks. Passionate about creating seamless user experiences that align with user needs and drive business success.

Skills

Key Deliverables

User Flow
Journey Mapping
Wireframe
Hi-fi Mockup
Prototype
Design System
Information Architecture

Research Techniques

Competitive analysis
Heuristic evaluation
Journey mapping
Usability testing

Tools

Figma/FigJam
Adobe Creative Cloud
Principle
Webflow

Education

Carnegie Mellon University

Master, Entertainment Technology

Seoul National University

BA, Anthropology
BA, Human-Computer Interaction

Experience

Design Lead | LiteraSeed

2023.2 - Present

- Designing a suite of healthcare products to enhance diagnostic accuracy, leveraging visual and audio aids to support patients with language barriers.
- Developing workflows and interfaces that integrate with Electronic Health Records (EHRs), enabling doctors and medical staff to efficiently access patient-reported data and AI-powered recommendations.
- Leading the optimization of internal product development pipelines, applying Agile and Lean methodologies to improve efficiency.

UX Lead | Sawhorse

2022.10 - Present

- Architecting marketing products at a creative agency for clients including Walmart, Coca-Cola, Roblox, and Feeding America.
- Managing cross-functional collaboration between creative, technical, and leadership teams, streamlining development processes to align stakeholders, define objectives, and ensure successful project launches.

Senior Product Design Manager | IMVU

2019.8 - 2022.10

- Managed an in-house product design team of 12, increasing staff by 200%, and keeping annual turnover under 10%.
- Supported the team launching 2 new products and scaling 10+ major features, contributing to a 34% increase in revenue.
- Led the transition from Sketch to Figma, established design systems, and streamlined shared processes to improve the efficiency and design quality.

Lead Product Designer | IMVU

2011.12 - 2019.11

- Led the end-to-end design of IMVU Studio, a 3D content creation tool serving 10,000 creators, enabling them to build and customize virtual assets for IMVU's 120 million monthly active users.
- Designed IMVU's avatar-based social network, enhancing user connections through features like feed, chat, direct messages, UGC marketplace, notifications, and onboarding across web, desktop, iOS, and Android.
- Conducted design research to uncover user pain points, preferences, and trends, translating insights into the foundational building blocks for IMVU's next-gen product, ensuring continued innovation and growth.

Awards

XR Marketing Campaign of the Year The XR Awards | Walmart Realm 2024

Gold in Craft-Use of AR category The Telly Awards | Y3000 AI Cam 2024

Silver in Extended Reality category The Shorty Awards | Y3000 AI Cam 2024