

ERIN SHIN

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SUMMARY

Product designer who turns complex, layered problems into experiences that feel simple and intuitive. A background in teaching sharpened my ability to listen deeply, communicate across different audiences, and design with real empathy.

WORK EXPERIENCE

- Product Designer** | TalkingPoints, remote May - Nov 2025
- Led 15 design initiatives across 6 platforms over 3 months, driving product alignment and ensuring timely delivery.
 - Designed and shipped scalable table filter components that streamlined complex search flows for district leaders, increasing filter usage by 38 percent and reducing time to locate relevant data by 25 percent.
 - Led AI-focused design initiatives, from brainstorming and research to stakeholder alignment and engineering feasibility reviews, to enhance efficiency and support within the core message modal.
- Product Designer** | Elevate K-12, remote Jun 2023 - Oct 2024
- Worked as the sole designer across three product areas, guiding work from early research and strategy through design, testing, and launch.
 - Redesigned the job platform, the Teacher Marketplace, on desktop. Led a full audit and restructured page layout and information hierarchy, improving application completion rates and reducing incomplete submissions by 15% through clearer eligibility and role requirements.
 - Drove the vision and launch of Teacher Marketplace Mobile, the company's first mobile web product. Scoped timelines, partnered closely with engineering, and executed all design work, resulting in a 90% mobile application completion rate and 42% of total applications submitted via mobile post-launch.
- UX/UI Designer** | Puberry, remote Nov 2022 - May 2023
- Led UX research with target users and competitors to validate assumptions and identify opportunities for the product. Drove strategic growth from early lo-fi concepts into Puberry brand and high-fidelity designs for core features, including onboarding, the period and mood tracker, main game flow, profile page, and berry marketplace.
- 4th grade Teacher** | Maria Hastings Elementary School, Lexington, MA Aug 2020 - Jun 2022
- Adapted seamlessly to in-person and remote learning environments, using creativity and problem-solving to sustain engagement during the pandemic.
 - Maintained proactive communication with families and staff, strengthening student support networks.
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EDUCATION

General Assembly | UX/UI Design Immersive 2022
Boston University | Bachelors of Science 2019

SKILLS

- Product design, Product strategy, User interface, User experience, Interaction design, Brand design, Rapid prototyping, Web design, Graphic design, Systems mapping, Usability testing, Generative research

TOOLS

- Figma, Axure, Photoshop & Illustrator, Premiere Pro, Webflow, Jira, LucidChart, UserTesting, Mixpanel, Google Analytics, Chat-GPT5 & Gemini, Figma Make