ERIN SHIN

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SUMMARY

Mid-level product designer who specializes in turning complex design challenges into scalable products and features that bring clarity and efficiency to users. My years as a teacher built my empathy, adaptability, and communication skills, which shapes how I design and collaborate.

WORK EXPERIENCE

TalkingPoints | Product Designer (contract), remote   May - Nov 2025
- Led 15 design initiatives across 6 platforms over 3 months, driving product alignment and ensuring timely delivery.
- 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.
- Designed and shipped scalable table-filter components that streamlined complex search flows for district leaders.

Elevate K-12 | Product Designer, remote   Jun 2023 - Oct 2024
- Worked across three business pillars as the sole designer, leading end-to-end initiatives from research and strategy through design, testing, and launch.
- Drove the strategic vision and launch of Teacher Marketplace Mobile, the company's first mobile product. Scoped timelines, partnered closely with engineering, and executed all design work. The product achieved a 90 percent application completion rate and generated 42 percent of all applications submitted via mobile.
- Elevated the Teacher Marketplace desktop experience by leading a full product audit, conducting user and stakeholder interviews, and designing a new job search platform. This redesign led to applications being completed 30 percent faster and reduced misapplications by 35 percent.

Puberry | UX/UI Designer (contract), 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.

Maria Hastings Elementary | 4th grade Teacher, 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.
- Partnered with cross-functional teams of teachers and specialists to meet diverse learning and accessibility needs.

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 & v0