

ERIN SHIN

Fort Lee, NJ | 201-359-5813 | erinpshin@gmail.com | www.linkedin.com/in/erinpshin/ | www.erinshin.co

SUMMARY

Mid-level product designer with a strong background in crafting user-centered, accessible design solutions. Spearheaded the redesign of a message filter system that improved district leader workflows and led the creation of an AI-enhanced messaging component. Eager to leverage expertise in empathy-driven design and cross-functional collaboration to make impactful contributions to future projects.

PROFESSIONAL EXPERIENCE

TalkingPoints

May 2025 - Present

Product designer remote

- Redesigned the message filter system to simplify complex search workflows for district leaders; initiated the project independently and established a scalable component now used across multiple platforms
- Led the design of the compose modal, a core multi-platform component used for creating messages, improved flexibility, accessibility, and consistency across diverse contexts while balancing design and engineering constraints
- Designed AI-driven features that enhanced empathy and efficiency in message creation; used storytelling to align stakeholders and validate engineering feasibility

Elevate K-12

Jun 2023 - Oct 2024

Product designer remote

- Redesigned the teacher marketplace to improve search usability, streamline job matching, and reduce misapplications and withdrawals by 35%
- Designed Elevate's first mobile marketplace experience, adapting complex desktop workflows for smaller screens to support teachers applying on the go; within the first two months, 42% of applications were submitted via mobile, and mobile submissions were 2.3× faster than desktop
- Reorganized platform navigation and information architecture to create consistency across web and mobile, improving wayfinding and reducing task friction
- Built Elevate's first WCAG-aligned design system, ensuring consistent, accessible experiences across web and mobile platforms
- Conducted user interviews and usability tests to inform data-driven decisions and deepen understanding of teacher needs
- Collaborated with senior leadership, PMs, and engineers to deliver solutions that balanced user goals, technical constraints, and business priorities

Puberry

Nov 2022 - May 2023

Product designer remote

- Led the redesign of Puberry's visual identity, creating a playful yet age-appropriate brand for an app that helps adolescents learn about puberty
- Developed a kid-friendly visual language using fruit avatars, vibrant colors, and approachable typography to make the product engaging for kids while reassuring for parents and educators
- Partnered with developers and content leads to redesign the onboarding flow based on feedback from 12 adolescent users, improving completion rates by 25% and streamlining the setup experience across devices

Maria Hastings Elementary School

Aug 2020 - Jun 2022

Classroom teacher

Massachusetts

- Adapted seamlessly to in-person and remote learning environments, using creativity and problem-solving to sustain engagement during the pandemic
- Fostered an inclusive classroom culture rooted in empathy, active listening, and psychological safety
- Maintained proactive communication with families and staff, strengthening student support networks
- Partnered with cross-functional teams of educators and specialists to meet diverse learning and accessibility needs

EDUCATION

General Assembly

2022

UX/UI Design Immersive

Boston University

2019

Masters of Science

SKILLS

- **Design:** UX/UI Design, Interaction Design, Design Systems, Accessibility (WCAG), Visual Design, Information Architecture, Components Library, Prototyping, Iterative Design
- **Research & Strategy:** User Research, Usability Testing, Data-Driven Design, Product Strategy, Journey Mapping, Storytelling & Rationale, Systems Thinking
- **Tools:** Figma, Azure, Adobe Photoshop, Sketch, Jira, Maze, Mixpanel, Google Analytics