





BRENDA SHIH

UX Designer

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EDUCATION

Parsons New School for Design

New York, NY | May 2014
BFA Fashion Design
Dean's List 2013, 2014

Central Saint Martins, UAL

London, UK | May 2013
BFA Fashion Design
Study Abroad - London

CERTIFICATIONS

Thinkful

Online Certification | JUN 2015
UX Design Immersive

SKILLS

METHODS

Task Analysis
Interaction Design
Competitive Analysis
Prototyping
Wireframing
Storyboarding
Usability Testing

SOFTWARE

Adobe CS6
Flinto
Balsamiq
Keynote
Sketch

LANGUAGES

HTML/CSS
Javascript

WORK EXPERIENCE

Fidelity - Boston - Design Lead

SEPT 2016 to PRESENT

Genospace - Cambridge - UX Designer

SEPT 2015 to SEPT 2016

- Collaborate with multidisciplinary team to create meaningful experiences centered on precision medicine.
- Conduct and analyze user interviews and secondary research.
- Create interactive prototypes for the testing and introduction of new products to clients, using Adobe CS6 and Flinto.
- Lay out visual specs and document interactions.

Esprit Corp. - Germany - Knitwear Designer

JUN 2014 to JAN 2015

- Researched and designed Summer/Fall 2015 women's collection along with production tech pack & specs.
- Lead design and marketing projects with CPO and design team.
- Oversaw product development with factories & suppliers.
- Forecasted and identified product trends in European & Asian markets.

Helmut Lang - New York - Sweater Design Intern

JAN 2014 to MAY 2014

- Researched, sketched, & patterned sweaters for Spring 2015 season.
- Collaborated with print designers on custom sweater products and directed outsourcing of prototypes and samples.

Rag & Bone - New York - Design Intern

JUN 2013 to DEC 2013

- Designed prints and embroidery details displayed in Fall 2014 collection.

PASSIONS

Rosie's Place

Homeless Shelter Volunteer - JAN 2016 to PRESENT

Wildlife Center in Silicon Valley

Animal Care Volunteer - APR 2015 to SEPT 2015