Brenda Shih

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EXPERIENCE

Flatiron Health, *Senior Product Designer*

Sept 2020 – Present

Flatiron Health, *Product Designer*

Aug 2019 - Aug 2020

- Redesigned the clinical factor filtering experience in Flatiron Assist, a decision support tool empowering clinicians to order cancer treatments, leading to a 37% increase in feature utilization
- Consolidated 12+ legacy viewers into a single standardized document viewer, reducing the number of clicks a clinician takes to prep for a patient visit by 30%
- Brought Flatiron Signal, a risk stratification workflow tool, from 0-1, resulting in 78% of all high-risk patients evaluated by care coordinators
- Created rapid prototypes to assess market value and to support willingness-to-pay conversations with hospitals and community practices for Flatiron Signal
- Introduced design methodologies and processes to enhance collaboration with engineering and data science teams

Fidelity Investments, *Product Designer*

Sept 2016 - Jul 2019 / Boston, MA

- Redesigned the full Standalone Add a Bank experience from inception to launch, leading to a 110k reduction in support calls within the first 4 months and increasing completion rates to 86% in the first month
- Spearheaded a 3-member design team, optimizing the Money Movement transfer experience through strategic design, enhanced usability, and product strategy
- Conducted design thinking workshops for engineering counterparts and stakeholders, fostering collaboration and creative problem solving
- Collaborated across engineering, analytics, and design teams to create an end-to-end retirement withdrawal experience, resulting in a 13.1% decrease in support calls within the first month

Genospace, *UX Designer*

Sept 2015 - Sept 2016 / Cambridge, MA

- Designed digital products for Genospace, enhancing the accessibility of complex genomic data for physicians and their patients
- Collaborated with cross-functional teams to develop a physician portal, streamlining their workflow
- Conducted user research, analyzing insights from data scientists, clinicians, and patients to drive design and business decisions
- Contributed to the product roadmap planning, built prototypes for usability testing, and facilitated client demos in coordination with engineering and stakeholders

EDUCATION

Parsons New School for Design

BFA in Fashion Design / New York, NY

Aug 2010 - May 2014

Central Saint Martins, UAL

BFA in Fashion Design / London, UK

May 2013

AWARDS

Flatiron Values Award

Focus on your customer

Sept 2021

Be kind, Think yes before no

Jun 2021

Fidelity Representative at 2018 Massachusetts Womens Conference

Dec 2018

Fidelity EIA Award

Customer obsessed

2017

TOOLS & SKILLS

Tools: Figma, Sketch, Axure, Adobe Creative, Invision, Principle

Skills: User research, usability testing, concept validation, wireframing, workflow diagrams, rapid prototyping, product strategy

INTERESTS & PASSIONS

Interests: Horror movies, my dog, tennis, reading fiction, pilates

Passions: Fostering dogs with Hearts & Bones Animal Rescue, influencing local climate policy with Citizens' Climate Lobby