

Amy Shim

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Experience

Solsten, Inc.

09/22 - present

UX Researcher, Project Manager

New York, New York

- Shipped 3 games analytics features with dev team of 20+ engineers, UX designers, and data scientists
- Led project planning & scoping, delivering 15 user stories per sprint & ensuring high quality software builds
- Spearhead end-to-end research studies for game studio clients, contributing to \$2m increase in ARR

MIT Games Lab

09/20 - 02/21

Consumer Entertainment Researcher

Cambridge, MA

- Conducted field studies of top 1% of Disney theme park goers, identifying key drivers of theme park loyalty
- Tracked and coded data, led concept explorations, & organized findings into \$1.4b competitive analysis

Personal Robotics Group

02/20 - 06/20

Human Computer Interaction (HCI) Researcher

Cambridge, MA

- Collaborated with multidisciplinary team to prototype & evaluate social robots tailored for older adult users
- Directed playtesting with 60+ participants, uncovering resonant aspects of UX & enabling rapid iteration

Pew Research Center

06/19 - 08/20

Data Science Research Intern

Washington D.C.

- Planned and executed nationally representative surveys measuring how Americans received news digitally
- Strategized data collection methods targeting rural populations, increasing response rate by 12% (n=9500)

Community

WMBR 88.1 FM Radio

01/18 - 06/21

Programming Producer

wmbr.org

- Led end-to-end show production, booking guests & hosting live broadcasts for 5000+ daily listeners
- Monitored listener feedback & ratings data to meet audience preferences, growing listenership by 8.5%

Suspended: A Documentary Film

01/19 - 01/20

Production Coordinator

www.imdb.com/title/tt28524855

- Defined creative vision & cultivated relationships with local community, yielding 15+ interview segments
- Owned production budget & lift estimations, resulting in transparent & streamlined shooting timeline

Playlist Made Physical

09/18 - 09/19

Swift Developer

amyshim.github.io/PlaylistMadePhysical.html

- Built augmented reality app using computer vision to link physical objects to user-generated playlists
- Implemented lean development workflow with 5-person team of 1 QA tester, 2 artists, and 1 UX Designer

Education

Massachusetts Institute of Technology

Bachelor's of Science in Media Studies

Awards: Burchard Scholar, Dana Mead Scholarship Recipient, and Fung Foundation Scholar

Scrum Alliance

Certified Scrum Product Owner (CSPO)

Skills: Owning feature backlog, leading retros, gathering requirements, defining acceptance criteria

Skills & Interests

Project Management: Jira & Confluence, Agile/Scrum, Lean/Kanban, Waterfall, Roadmapping, Playtesting

Favorite Games: Age of Empires 3, Pokémon Legends: Arceus, Animal Crossing: New Horizons, Tetris

Languages: English (native), Korean (conversational)