

David Shin

Product Designer + AI Strategist

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EDUCATION

University of California, San Diego

B.S. Human-Computer Interaction and Design

2020 – 2024

EXPERIENCE

Azra Games | AI Product Designer

September 2024 — Present

- Designed and built an internal design ops platform adopted by design and marketing teams, centralizing content pipelines, asset workflows, UX validation, and production scheduling into a single collaborative tool
- Designing player behavior systems and monetization flows across gacha, leveling, and combat modes, shaping retention through tuned difficulty curves and reward pacing
- Designed a UX validation system grounded in cross-product research and player behavior data, auditing 50+ in-game progression screens and reducing design revision cycles by 50%
- Designed and built the public-facing game website, serving as the primary acquisition funnel for wishlists and newsletter signups
- Designed an AI asset generation pipeline with quality guidelines and style consistency controls, scaling production for 500+ icons, UI elements, and in-game items
- Engineered a Slack-to-Jira automation system managing 1,000+ design and product tickets with AI-generated context and triage

Spatial | Product Design Intern

June 2024 — August 2024

- Prototyped a redesigned mobile in-game chat interface, improving user satisfaction 2x and reducing screen obstruction by 75%
- Designed and prototyped a new mobile user flow for adding friends and viewing profiles, reducing user friction by 80% in usability testing
- Audited the full mobile UX during a platform pivot to SaaS, identifying gaps that reshaped the mobile product roadmap and informed cross-functional prioritization
- Animated all user flows in After Effects to align designers, PMs, and engineers—accelerating handoff and build approval through clear interaction storytelling

Qualcomm Institute | Product Design Intern / Product Management Intern

April 2023 — May 2024

- Led a team of 10 interns to ship interactive digital models across 3 real-world sites
- Designed a user interface for digital models that resulted in 100% of users mastering navigation within the first 7 minutes of use
- Shipped a VR classroom experience for educators and students, enabling real-time writing, data storage, and settings management
- Developed a design system that streamlined the export of Figma components into Unreal Engine, bridging design and engineering workflows

TOOLBOX

Product Design + Research: Interaction Design, Visual Design, Prototyping, Design Systems, Game Design, Information Architecture, Usability Testing, User Interviews, A/B Testing

Design & Development: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Framer, React, Next.js, Tailwind CSS, GSAP, Unreal Engine, HTML/CSS, JavaScript/TypeScript, Python

AI Tools: Midjourney, Runway, Figma AI, Cursor, Claude Code, ComfyUI, v0, Vertex AI, Gemini