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## EDUCATION

### MFA, MEDIA DESIGN

Art Center College of Design, Pasadena, CA  
Thesis Scholarship Recipient  
2010 - 2012

### BFA, GRAPHIC DESIGN ENVIRONMENTAL DESIGN CONCENTRATION DEGREE

Maryland Institute College of Art, Baltimore, MD  
Presidential Scholarship Recipient for all four years  
2000 - 2004

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## PROFESSIONAL EXPERIENCE

### DESIGN STRATEGY LEAD

Innovation Team, Los Angeles Mayor's Office of Budget and Innovation, Los Angeles, CA  
Bloomberg Philanthropies Funded Program (i-team)  
February 2016 - Present

#### INITIATIVE - 1: ADVANCING RECRUITMENT AND HIRING IN THE LAPD | SEPTEMBER - PRESENT

*Manages team of data scientist, designers, project managers, and Mayor's staff to leverage user-centered practice and design thinking to address LAPD's challenges in recruiting and hiring.*

- Designed a research plan with user engagement strategy executed in series of interviews, focus groups, and inclusive co-creative sessions to generate qualitative data and user insights.
- Led the team to interpret and synthesize qualitative data and identified opportunity areas for improvements in the LAPD recruiting and hiring process.
- Planned and facilitated ideation sessions for the team, community leaders, department partners and Mayoral staff.
- Art directed and executed research findings into set of visualizations and storytelling to help present complex and nuanced challenges.
- Built an in-house design capacity by recruiting design talents and managed design fellows.

#### INITIATIVE - 2: RAISING AWARENESS AROUND RENT STABILIZATION ORDINANCE | FEBRUARY - JUNE

*Developed a Citywide campaign for Rent Stabilization Ordinance (RSO), an initiative dedicated in response to increased residential displacement throughout City of Los Angeles. Since its kick-off with the Mayor Eric Garcetti's press conference, it resulted in steady outcome of campaign's unique page views with 60% of visitors downloading tenant and landlord guidebooks each month.*

- Worked closely with the RSO director and her team at Housing + Community Investment Department to simplify current RSO language and awareness information for renters and landlords through the use of visual communication and content strategy.
- Collaborated with data-scientists to create data based awareness messages.
- Worked with project managers to plan for inclusive user research workshops.
- Designed all campaign collateral items and prepared for production launched in 2016 and will launch in 2018.
- Designed, prototyped, and conducted user-testing for RSO property check SMS auto-response system ready to be launched in the 2018 Home for Renters campaign.

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#### **MANAGING PARTNER & CREATIVE DIRECTOR**

verynice, Los Angeles, CA / New York, NY

*December 2011 - August 2015*

*Grew a team of 2 to 11+ cross-functioning teams of designers, project managers, art directors, and freelance developers across 3 offices in LA, NY, and Austin with 400+ network of remote volunteers.*

*Executed 120+ projects for clients from both private and public sectors. Clients includes UNICEF, NASA, Samsung, Disney, and Welcome.us/FWD.us*

- Managed designers by providing creative and art directions to guide design solutions in branding, design strategy, visual communication, and digital products.
- Managed the team to conduct user-research to guide design decisions for digital product development.
- Executed UX/UI, branding and visual strategy, and digital product strategy.
- Provided strategic guidance for NGOs/NPOs leverage design-led impact.
- Co-led in implementing logistics and best-practices for executing pro-bono contracts to donate half of verynice's design services to non-profits.
- Provided oversight in all client services and management, processes for the studio's business development, and strategic management of team's growth.

#### **DESIGN PARTNERSHIP LEAD - U-REPORT**

UNICEF Innovation Unit, New York, NY

*January 2014 - June 2015*

*Developed and executed a practice-based design fellowship track in partnership with verynice and Innovation Unit. Led the design team to deliver a digital branding solution for a mobile SMS youth polling program called U-Report. U-Report is now scaled in 39 countries with growing 4+ million users since its' launch.*

- Completed a project scope mission at Uganda Country Office and developed a project plan for product and brand strategy for U-Report.
- Provided design consultancy for 6 additional country offices to identify design needs for branding system, and user needs for U-Report's cross-platform open data analytics website.
- Developed and executed a practice-based design fellowship program and on-boarded designers for field research, UX design and visual design.
- Provided creative direction for the design team and project managed to support U-Report's deployment before 2014 UNGA.
- Managed user-testing and quality control for deploying U-Report's cross-platform website by working with remote developers in Uganda and Innovation Unit CTO.

#### **ART DIRECTOR / SENIOR DESIGNER**

Rutkaweaddock Design, Baltimore, MD

*March 2005 - August 2010*

*Produced institutional publications and print collateral, branding and identity systems, advancement materials, and exhibition design. Primary clients includes Maryland Institute College of Art, George School, Goucher College, and Jack Kent Cooke Foundation.*

#### **EXHIBITION DESIGNER**

Ssamzi, Seoul Korea and Hayri Art Valley, Paju Korea

*July 2004 - February 2005*

*Developed branding executed into print collateral, art booklets, and environmental graphics for an exhibition and a summer long art festival held in Seoul, Korea.*

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## ACADEMIC EXPERIENCE

### ASSISTANT PROFESSOR

Transmedia Graphic Design Department at Art Center College of Design, Pasadena, CA  
September 2013 - Present

*Teaching focuses on leveraging branding to help students envision a future of current cultural or public entity executed into a transmedia story using print media, screen-based media and spatial media.*

#### CLASSES

- Transmedia: Type 5 (2015 - Present)
- Communication Design 5 (2015)
- Brand Camp, Art Center for Teens (2013)

### POST-GRADUATE FELLOW

Art Center College of Design, Pasadena, CA  
May 2012 - August 2012

*Continued my thesis research to explore critical-design and participatory methods that brings awareness around geospatial satellite imaging system.*

### NASA'S NATIONAL SPACE GRANT FELLOW

Jet Propulsion Laboratory, Pasadena, CA  
June 2012 - August 2012

*Applied my thesis research and proposed a series public outreach engagement for the 2013's Juno Earth fly-by. By understanding the key objectives of the mission, a series of participatory engagement was designed to help high-school students imagine Jupiter's scale, atmosphere, aurora and gravity field.*

### DESIGN RESEARCH ASSOCIATE

Art Center College of Design, Pasadena, CA  
May 2011 - August 2011

*Participated in a summer long research project on New Media and Digital Humanities led by faculty member Anne Burdick. Studied research-led critical and speculative design across a variety of media and technology used for humanistic inquiry.*

### DESIGN RESEARCH ASSOCIATE

Nokia Research, Pasadena, CA  
May 2011 - July 2011

*Participated in a 7 weeks research project led by faculty member Philip Van Allen and funded by Nokia. By collaborating in a team consisted of designers and technologist, developed a framework for thinking about Object Animism and created several exploratory projects.*

### INSTRUCTOR

Graphic Design Department at Maryland Institute College of Art, Baltimore, MD  
April 2010 - June 2010

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## AWARDS

- The Type Director's Club
- AIGA 365
- Communication Arts Design Annual
- Communication Arts Typography Annual
- How Magazine International Design Annual
- Council for Advancement and Support of Education (CASE)
- UCDA Design Competition
- The Best of Business Card Design 9 by Rockport
- Information Design Workbook by Kim Baer
- Winner of the Mohawk Show 8

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## SELECT FEATURED WORK & TALKS

- Art Director's Club - Featured Members [\[link\]](#)
- Hyperallergic [\[link\]](#)
- Beautiful Decay [\[link\]](#)
- PSFK.com [\[link\]](#)
- Bloomberg Cities [\[link 1\]](#) [\[link 2\]](#)
- UNICEF.org [\[link\]](#)
  
- **Served as a Panelist:**
  - AIGA Women's Design Salon - Los Angeles Series
  - Innovate LA 2016, Garden Sessions Design Series
  - Los Angeles Service Design Meetup, Measuring Success with Service Design
  
- **Serves as a Visiting Critic:**
  - MFA Media Design Practices Program at Art Center
  - Interaction Design Department, Santa Monica College
  - School of Meida, Culture & Design, Woodbury University
  
- **Served as a delegate at the United Nations, Media for Social Impact Summit**

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## VOLUNTEER WORK

- Serving as an **Advisory Council** at verynice
- Served as an **Art Teacher** in Kenya and Westbank with M-tree
- Served as an **Art Teacher** in Mexico with Foundation for His Ministry