



**Eunhye Shin** *Amber Shin*

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Portfolio

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Location

Berlin(July 2026~)

## Experience

### Freelancer (Contract)

Via VIVA Innovation —  
Client: Samsung Kangbuk  
Hospital

### PM & Product Designer

Oct 2025 - Nov 2025

- Led the launch of a mobile health checkup booking service serving approximately 250K annual users
- Acted in dual roles as PM and Product Designer, collaborating with Samsung SDS and hospital stakeholders
- Owned service planning, UX design, wireframing, and full development handoff

### VIVA Innovation

Healthcare SaaS Platform  
(B2B, B2C, Multi-platform)  
Seoul, South Korea

### Product Design Lead

Mar 2022- May 2025

- Scaled a multi-platform healthcare ecosystem (B2C mobile + B2B SaaS) **from MVP to Series B (₩19.8B)**.
- Increased booking conversion **by 39% MoM** following a mobile app main redesign.
- Designed enterprise CMS, hospital CRM, and back-office systems including a Capacity management system that reduced cancellation rates by 3x and cut operational workload.
- Launched 'Kindoc' as a web platform, extending the service beyond mobile
- Led product design for Kindoc AI, a generative AI healthcare chatbot.
- Led end-to-end design for a Patient Management System (PMS) for post-treatment care monitoring.
- Mentored a team of 2 junior designers and 1 part-time designer.

### UIUX Designer

Nov 2018 - Feb 2022

- Founding team member · Equity holder
- Led end-to-end UX/UI design and product definition for Doctruue, a telemedicine tablet app, without a dedicated PM — shipped to production before being folded into the HomeDoctor platform
- Designed the HomeDoctor mobile app/admin, a healthcare management app for seniors living alone
- Built and documented a B2B2C design system, reducing development handoff time by 3x
- Participated in mobile app refactoring for Kindoc(착한의사), re-establishing the mobile design system foundation
- Established Figma-based collaboration workflows, standardizing design handoff across the team.

### Enterprise Partnerships

- **Samsung Kangbuk Hospital** — Designed an enterprise-scale checkup reservation system (Admin & Mobile) supporting 250K users annually.
- **LG Electronics** — Designed a bio-data integrated mobile health platform connected to Bluetooth devices.

## Education

### Ewha Womans University College of Fine Arts

Mar 2011 - Aug 2016

BFA in Fiber Arts

### Korea Animation Highschool

Mar 2008- Feb 2011

Major in Animation

[Student Animation Project\[Video Link\]](#)

## Certification

### Certified Colorist Engineer

May 2016

Human Resources Development Service of Korea

## Skill Set

End-to-End Design

B2B SaaS

AI Service Design Systems

AI Prototyping: Claude, Figma Make

Data-driven decision making

Design Leadership

Stakeholder Management

B2C Mobile UX

Requirements Gathering

Information Architecture

Visual Design

UX Research

Cross-functional Collaboration

HTML/CSS (basic)

Enterprise System Integration

GitHub Pages