Stacy Shin

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Education

University of Maryland   **Graduated:** 5/2019
Bachelor of Science in Marketing & Operations Management/Business Analytics

Experience

▌ Capital One   *New York, NY*

Sr Project Manager
2/2023 - 5/2024

- Drove process improvements across 10+ teams by standardizing escalation models and feedback loops, leading in an increase in platform engagement by 150% within the first 2 months.
- Utilized data-driven insights to optimize user experience by prioritizing design and functional enhancements, ensuring cohesive brand alignment across multiple product roadmaps.
- Developed a content and communications framework to support the migration of 2,500+ datasets, aligning LOB messaging and ensuring seamless stakeholder engagement.
- Supported a new data product's project roadmap, aligning milestones and capacity to maintain on-track timelines for delivery and engaging in proactive risk management and resource planning.
- Improved cross-team training by facilitating knowledge sharing sessions, creating playbooks, and conducting audits on over 100 support documents, resulting in an increase of 65% in support resolution.

Project Manager
8/2021 - 1/2023

- Managed and executed a comprehensive communications and branding campaign for a major product launch, reaching 13,000+ users and achieving a 60% engagement rate through tailored content and multi-channel strategies.
- Delivered a major product launch's change management strategy, leading a 10-member team to integrate 30 new features and prepare 9 product teams for launch readiness.
- Convened and led weekly forums with leadership and platform stakeholders to discuss and assess data architecture structures for Enterprise Data products.

Scrum Master
2/2020 - 7/2021

- Implemented branding and design updates to the Tech Risk web pages using Adobe Illustrator, creating a unified experience aligned with internal guidelines.
- Saved $160K in associate hours by leveraging Jira to automate 50+ control tests, establishing agile methodologies for multiple tech pods in Tech Risk, executing ceremonies, and implementing standardized delivery governance.
- Led reporting efforts and facilitated monthly forums with Tech Risk organization, leadership and risk partners, providing progress updates on initiatives, escalating dependencies, and standing up new cross-team initiatives.

▌ GovLoop   *Washington, DC*

Graphic Designer
10/2019 - 12/2019

- Designed social media visuals optimized for platform-specific formats, driving audience engagement and reinforcing brand identity across social channels.
- Created engaging design assets for motion graphics, posters, ads, and social media using Adobe Illustrator, Photoshop, and InDesign, enhancing visual appeal and brand consistency across digital and print channels.

Skills

Adobe Illustrator • Photoshop • InDesign • Process Improvements • Leadership & Training • Team Collaboration