

# Amina M. Roderick

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# Senior User Experience Designer

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I am a user-centered designer focusing on emerging ideas and technologies for over fifteen years. I believe that merging big picture goals with functional details is the best way to fulfill business objectives, delight users, and support brand experience.

## Design Skills

- Well-grounded in a structured approach informed by time constraints, design parameters, and the demands of multiple projects
- Demonstrated facility working independently, collaboratively, or in a supervisory role, during all phases of product development
- Committed to a studied analysis, sustained by reclarification to maintain focus, culminating in a well articulated, simple design
- Engaging leadership and discussions when running idea generation sessions and design reviews with multidisciplinary groups

## Work Experience

User Experience Designer & Strategist, Co-owner      *Designer Monster, LLC*      Brattleboro, VT  
2010 to Present

Responsible for bringing clients through the product development process by collecting requirements, understanding the target customer through user research, and designing for defined business goals

- Advocate for the user while developing a design strategy, based on user testing, usability best practices, and client interviews
- Collaborate with stakeholders to evaluate product requirements resulting in smartly designed products, apps, and software
- Overhaul UX & UI to streamline usability of product and reinforce the client's brand, e.g. [The Dinner Daily](#)
- Conceptualize and wireframe new applications for startups, e.g. [Yarns](#)

User Experience Design Manager      *Dassault Systèmes / SolidWorks*      Waltham, MA  
2015 to 2019

Responsible for designing excellent user experiences for web and installed 3D CAD applications with multidisciplinary teams

- Produced wireframes & mockups, performed user research, collaborated with developers and product managers
- Carried out user testing and interviews to identify areas of design success and where further iterations required
- Conceived new UI triad design to provide better understanding for user model in space; patent pending
- Designed a user assistance learning tool to teach new users complex workflows; patent awarded
- Managed complete overhaul of the user experience and workflows for *Sheet Metal* app within new platform UI guidelines
- Presented three internal innovation awards for the *Design Guidance* feature and *xShape* application design

Industrial Designer      *Osram Sylvania*      Danvers, MA  
2011 to 2014

Responsible for defining aesthetic direction and designing new line of indoor commercial LED lighting fixtures

- Facilitated interaction & collaboration among multidisciplinary staff
- Conceived, co-authored & co-presented six-part design and lighting workshop for change management initiative
- Awarded three patents for inventive lighting designs; two LFI Innovation awards and a platinum award from the Design Journal

Industrial Designer      *mmckenna → Humanscale*      New York, NY  
2006 to 2010

Responsible for supporting Niels Diffrient's ergonomic chair designs with 3D CAD models & photorealistic renderings; designing bleeding-edge LED lighting fixtures with modern aesthetics and manufacturability

- Successfully designed three NYC trade show booths per year with *mmckenna*; awarded Prominent New Booth
- Launched Orchadia lighted sculpture, BettyLou lamp, & Element Task Light with distinguished press mentions and exhibits
- Awarded patent for LED lighting design innovation at *Humanscale*; two Chicago Athenaeum awards & Best of NeoCon award

Product Designer      *Lifetime Brands*      Garden City, NY  
2004 to 2006

Responsible for developing housewares concepts into functioning, manufacturable designs for mass production

- Created 2D and 3D computer-generated renderings for proposed products
- Produced 2D drawings for price quotes & engineering production
- Evaluated manufacturing samples for accuracy and acceptability to begin manufacturing

## Education

Immersive Course in User Experience Design  
September 2015 to November 2015

*General Assembly*

Boston, MA

Master's in Industrial Design  
2002 to 2004

*Rochester Institute of Technology*

Rochester, NY

Bachelor's in English, Mathematics  
1995 to 1999

*The College of Wooster*

Wooster, OH

## Organizations

Industrial Designers Society of America  
2018 to present

## Patents

Computer-Aided Interactive Learning  
April 2020

*Dassault Systèmes / SolidWorks*

10635461

Shaped Indirect Luminaire  
December 2016

*Osram Sylvania*

9528683

Linear Luminaire  
April 2016

*Osram Sylvania*

D754902

Virtual Surface Indirect Radiating Luminaire  
May 2015

*Osram Sylvania*

9022606

Lighting Apparatus and Method  
February 2014

*Humanscale*

864694

LED Based Lamp Replacement  
May 2013

*Amina M. Chidiac*

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