

Amina M. Roderick

aminaroderick@gmail.com

Senior User Experience Designer

linkedin.com/in/achidiac

Bringing the abstract and physical into a unified product experience *** I am a user-centered designer focusing on emerging ideas and technologies for the past sixteen 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 and exploratory exchanges with multidisciplinary groups, to lead idea generation sessions and design reviews

Work Experience

User Experience Designer & Strategist, Co-owner *Designer Monster, LLC* Camden, ME
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
- Awarded 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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