

SUMMARY

Bay Area-based designer bringing together a visual arts background and project management skills to create intuitive, user-centered experiences.

Noticed for outstanding design work during Bloc apprenticeship and now interning with Bloc's Design Program Director.

SKILLSET

Visual Design
UX/UI Design
Project Management
User Research & Testing
Brand Strategy & Identity
Information Architecture
Personas & User Stories
Wireframing & Prototyping

TOOLS

Adobe Creative Suite
Sketch
Figma
Flinto
InVision
Usability Hub
HTML, CSS, & JavaScript
GitHub

RELEVANT EXPERIENCE

Design Intern January 2018 – Present
Bloc, San Francisco, CA

- Create responsive wireframes and pixel-perfect mockups for handoff to engineering
- Design and develop first web page showcasing alumni portfolios
- Build 360 support animation for program landing pages, highlighting Bloc's differentiators for prospective students
- Update curriculum assets using current styleguide

Development and Events Manager June 2012 – Present
Sustainable Conservation, San Francisco, CA

- Lead designer for event web & print communications, collateral, and presentations
- Collaborate across teams to manage events, webinars, live-streams, and meetings
- Manage visual assets and data process improvements
- Own donor and prospect research to inform strategy

RECENT PROJECTS

bloc.design | Mockup and Responsive Site in progress
Designing and developing a responsive web page to showcase alumni portfolios, following Bloc's styleguide. Working in Figma, HTML, CSS, and JavaScript.

Museum Map | Web Prototype amandadyson.com/museummap
Consolidates information for museum-goers to discover exhibitions in any city. Prototype created with with Sketch and Flinto.

Habit | iOS Prototype and Marketing Site amandadyson.com/habit
Designed to give users a simple solution for monitoring time and money spent on apps. Utilized surveys, InVision, and UsabilityHub for user research and testing.

EDUCATION

Bloc, 2017 – 2018 | UX/UI Design and Front-End Development Apprenticeship
University College Dublin, 2008 | MA, Cultural Policy and Arts Management
Wayland University, 2006 | BA, Studio Art and English Literature