



Amanda McMicken

Product + Experience Design

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EDUCATION

Maryland Institute College of Art

BFA Graphic Design / Baltimore, MD

Sorrento Summer Study Intensive

MICA Intensive Program / Sorrento, Italy

SKILLS

Wireframing
Persona Creation
Scenario Mapping
User Testing
Storytelling
Prototyping
HTML + CSS
Design Strategy
Brand Identity
Style Tiles
Illustration

TOOLS

Sketch
Creative Suite
AfterEffects
Keynote
Invision
Git
Bootstrap

EXPERIENCE

Product Designer

DSX | IBM | December 2016 - Present

Currently designing experiences for data scientists that provides a one stop shop platform for all workflow needs. Some specific responsibilities include user flows, wireframing, prototyping, and visual design.

Product Designer

StoredIQ for Legal | IBM | Jan 2016 - December 2016

Designed experiences and visual systems for knowledge workers in the legal space. Some specific responsibilities include visual design, user flows, wireframing, and promote cross-disciplined collaboration and design thinking with Offering Managers and Development.

Product Designer

Smarter Content for Box | IBM | March 2015-Jan 2016

Designed experience for business workers to store files in the cloud and further extend cloud and collaborative capabilities. Some specific responsibilities included persona creation, user interviews, wireframing, scenario mapping, prototyping, and user testing.

Visual + Experience Designer

Watson Emerging Products | IBM | July 2014-March 2015

Designed configurable demo's that encouraged early adopters to invest in IBM Watson's visions and become sponsored clients. Specific responsibilities included market research, wireframing, visual design, prototyping, and data visualizations.

Graphic and Packaging Design Intern

Harvey + Daughters | Fall 2012

Designed and mocked up wall displays for Covergirl and Covergirl Queen Collection which are currently in every Dollar General, CVS, and Target in the U.S. as well as select stores in South America.