



AMANDA MCMICKEN
Product + Experiential Designer
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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	TOOLS
Wireframing	Sketch
Persona Creation	Creative Suite
Scenario Mapping	AfterEffects
User Testing	Keynote
Storytelling	Invision
Prototyping	Git
HTML + CSS	Bootstrap
Design Strategy	
Brand Identity	
Style Tiles	
Illustration	

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
Box Relay | 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. (Part of IBM | Box partnership)

Visual + Experiential 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 Agency | 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.