



**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

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

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 + 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.