

# amycarmichael

graphic + ux/ui designer | web developer

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## work experience

### PRODUCT DESIGNER, FREELANCE

Jane's Garden

Aug - present | NYC

- Designed, prototyped and evaluated comprehensive user journey and provided owner with strategic product direction during early development.
- Developing and designing innovative and eye-catching branding assets.

### DIGITAL DESIGNER, FREELANCE

Inspira Physical Therapy and Wellness

Jan - Dec 2022 | NYC

- Graphic content creator for print and digital branding and marketing.
- Pioneered a re-brand of company's social presence and grew social media following and engagement by over 70%.
- Designing and copywriting monthly newsletters.
- Video editing of instructional and marketing assets.

### ASSISTANT TO SHOWRUNNER / EP

KALEIDOSCOPE, Netflix

Apr - Nov 2021 | NYC

- Designed presentations from conceptualization to delivery, incorporating complex themes with business mandates.
- Conducted research on story points and summarized insights for departments to begin launch processes.
- Designed pitch decks to present to all major studios and networks for funding meetings.

### ASSISTANT TO TALENT MANAGER

Circle of Confusion

Jul 2019 - Apr 2021 | NYC

- Conducted research on current projects on the market and summarized findings for larger team.
- Collaborated with company Partners to launch new design framework for client portfolios.
- Spearheaded a site redesign for stakeholders.

## certifications



August 2022

### HTML, CSS, AND WEB DESIGN CIRCUIT

General Assembly



August 2022

### UX DESIGN CERTIFICATE

Google

## toolkit

Figma	PowerPoint
Adobe Illustrator	HTML + CSS
Adobe Photoshop	JavaScript
Adobe InDesign	Sketch
Adobe After Effects	Principle
Adobe Premiere	Protopie

## skills

Graphic Design	Prototyping
User Experience	Usability Testing
User Interface	Project Management
Presentation Design	Copywriting
Interaction Design	Competative Analysis
Wireframing	Journey Mapping
Heuristic Evaluation	

## education

### UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Film & Media Studies; English; UC  
Education Abroad Program, Bordeaux, FR.