

# amycarmichael

## Product Designer

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### work experience

#### PRODUCT DESIGNER, FREELANCE

Jane's Garden

Aug 2022 - present | NYC

- Conceptualizing and creating the founding iterations of mobile and web products.
- Creating a scalable design system
- Conducting user interviews and analyzing user testing data

#### CREATIVE MARKETING MANAGER

Inspira Physical Therapy and Wellness

Jan 2021 - present | NYC

- Conducting consumer research and competitive audits to determine best marketing practices.
- Designing graphic content for mobile site mockups.
- Writing and creating monthly company newsletters.

#### ASSISTANT TO SHOWRUNNER / EP

JIGSAW, Netflix

Apr - Nov 2021 | NYC

- Designed storyboards on an episodic basis.
- Conducted research on story points and summarized insights for larger team.
- Designed pitch decks to present to all major studios and networks.

#### ASSISTANT TO TALENT MANAGER

Circle of Confusion

Jul 2019 - Apr 2021 | NYC

- Spearheaded a site redesign using WordPress and Photoshop.
- Conducted research on current projects on the market and summarized findings for larger team.
- Designed client portfolios and collaborated while company Partners.

### certifications



August 2022

**HTML, CSS, AND WEB DESIGN  
CIRCUIT**

General Assembly



August 2022

**UX DESIGN CERTIFICATE**  
Google

### toolkit

Figma	HTML + CSS
Adobe Illustrator	JavaScript
Adobe XD	Sketch
Adobe Photoshop	Principle
Adobe Lightroom	Adobe Premiere

### skills

Visual Design	Prototyping
Journey Mapping	Usability Testing
Competitive Analysis	User Interface
Interaction Design	Project Management
Wireframing	Copywriting
Heuristic Evaluation	User Interviews

### education

**UNIVERSITY OF CALIFORNIA,  
SANTA BARBARA**

Film & Media Studies; English; UC

Education Abroad Program, Bordeaux, FR.