

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.