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 to support beginning iterations.

CREATIVE MARKETING MANAGER
Inspira Physical Therapy and Wellness

Jan 2021 - present | NYC
• Conducting consumer research and competitive audits to determine quarterly marketing strategy.
• Grew social media following and engagement by over 70%.
• Designing + prototyping mobile site mockups.
• Writing and creating monthly company newsletters.

ASSISTANT TO SHOWRUNNER / EP
JIGSAW, Netflix

Apr - Nov 2021 | NYC
• Designed episodic storyboards for stakeholders presentations.
• 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.
• Met with stakeholders and spearheaded a site redesign.

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.