

Amy L. Malinowski

User Experience Designer and Researcher

Practitioner of human-centered design with a love for uncovering insights, an obsession with strategy, and a bias towards action.

Experience

UX Designer // PeakFoqus Apple Watch and iPhone App

October 2015 - November 2015 / Team of 3

- Designed an Apple Watch App and iPhone App that gives aging-in-place seniors and their caregivers peace of mind by monitoring for fall emergencies and medical non-adherence.
- Developed personas and design principles from research insights and used these to drive the design of prototypes.
- Acted as communication liaison between the client and team and built trust with our client by holding regular stand-up meetings.

UX Designer // WebMD mobile app

September 2015 - October 2015 / Fictional brief / Pair Design

- Redesigned the mobile app to empower health information seekers to find, collect, and share WebMD content so they can move from uncertainty to action.
- User interviews, surveys, contextual inquiry, competitive and comparative analysis, and usability testing drove the design of the prototype.

UX Designer // The Treasure Chest Ecommerce Website

September 2015 / Fictional client / Solo

- Designed an ecommerce website that helps customers find the right toy for their child through detailed reviews and curated collections, and helps them create memories by providing inspiration for playtime.
- Used stakeholder interviews, competitive and comparative analysis, card sorting, and usability testing to inform design of global navigation as well as search and check out flows.

Learning Coach & Explorations Instructor // Alpha Blanca Alvarado Middle School

August 2014 - June 2015

- Designed and taught new enrichment elective called "Explorations" focusing on creativity and technology; designed online platform for their learning; three 90 minute classes each week with approximately 80 - 100 students in each class.
- Practiced instructional design both for whole classroom as well as for targeted small group interventions for 6th grade math and language arts.

Co-Founder & Co-Designer // Governor's Institute of Vermont on Entrepreneurship

Summer 2014 and Summer 2015

Worked with team of 5 to design and teach week-long intensive residential institute that walks high school students through the entrepreneurial process and culminates in a rocket pitch competition.

Co-Designer, Co-Author, & Web Developer // From Ideas to Action

October 2010 - July 2014

Workbook (translated into Spanish and Arabic) used to teach entrepreneurship in week-long institutes for secondary school students in low-resource communities in Ghana, Rwanda, Tanzania, Uganda, Cuba, and Vietnam.

Education

General Assembly User Experience Design Immersive // San Francisco, CA

A 10 week, 400 hour immersive that teaches the latest theories, techniques, and tools of user experience design through instruction from top UX practitioners and a variety of client facing projects.

Babson College 2013 // Wellesley, Massachusetts

Bachelor of Science in Business Management | GPA: 3.75 | Beta Gamma Sigma Member

RISD Summer Institute of Graphic Design 2011 // Providence, Rhode Island

Type + Image, Web Design, and Identity Design + Branding

Contact

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Portfolio

🌐 amymalinowski.com

Strengths



User Research



Synthesis & Strategy



Entrepreneurship



Storytelling



Instructional Design

Human-Centered Methods

Personas, journey maps, empathy maps, contextual inquiry, card sorting, heuristic evaluation, competitive and comparative analysis, affinity diagramming, design studio, storyboards, user experience mapping, user flows, information architecture, content strategy, wireframes, prototypes, usability testing, google design sprint

Tools

Wireframing: Sketch, Axure

Prototyping: Invision

Visual Design: Adobe Illustrator, Indesign, and Photoshop

Coding: HTML/CSS, Bootstrap

Babson Weissman Scholar

Full-tuition merit scholarship and community that empowers scholars to follow their passionate pursuits through seed money and mentorship as a student and alumni

BRIC Education Abroad

Travelled to Russia, India, and China learning how to navigate the business environment and opportunities of these emerging economies

