

amylew

Objective

A full-time position within an organization with a strong culture of human-centered design that creates products that inform, excite, and delight..

Portfolio

amylew.com

Contact

amy@amylew.com
415.215.1322

289 Belhaven Ave.
Daly City, CA 94015

Skills

Design and Prototyping

Fireworks
Flash Catalyst
Flash Builder (Flex)
OmniGraffle
Axure RP
Sketching
Paper Prototyping
PowerPoint
InDesign
Photoshop
HTML & CSS

User Research and Usability Testing

Contextual Inquiry
User Interviews
Ethnography
Activity Modeling
Affinity Diagramming
Scenario Building
Persona Development
Think Aloud Protocol
Heuristic Evaluation

Coursework

Carnegie Mellon - Completed

HCI Capstone Project
HCI Methods
Activating Environments
Adaptive Service Design
Basic Interaction Design
Communication Design Fundamentals
Designing for Service
Inventing the Future of Services
Methodology of Visualization
Programming Usable Interfaces

UC San Diego - Completed

Cognition in Multimedia Design
Cognitive Engineering
Cognitive Ethnography
HCI - History
HCI - Programming

Experience

Interaction Designer (Contract)

Mar 2012-Apr 2012

Punchcut ... San Francisco, CA

- Ideated and sketched concepts and workflows for a mobile application
- Produced and annotated mobile wireframes for client review and documentation

Sr. Experience Architect (Contract)

Dec 2011-Jan 2012

Organic ... San Francisco, CA

- Created web and mobile templates for an intranet serving over one million users
- Established a detailed information architecture and content migration strategy
- Explored and redesigned social features social features to promote community

Interaction Designer

Feb 2011-Sep 2011

Fluid ... San Francisco, CA

- Designed high quality e-commerce and social experiences for web, tablet, and mobile
- Combined industry best practices with client requirements to form successful designs
- Built interactive prototypes for both proof of concept and use in usability testing
- Presented strategic recommendations and wireframes to clients

User Experience Consultant

Aug 2010-Dec 2010

BlackLocus ... Pittsburgh, PA

- Interviewed small businesses to discover pricing, marketing, and inventory needs
- Conducted heuristic analysis to quickly identify usability issues prior to launch
- Developed personas and scenarios to share research results with the client
- Restructured the client's information architecture to better support its users

User Research Lead

Jan 2010-Aug 2010

Microsoft Studio Capstone ... Pittsburgh, PA

- Coordinated ethnographic user research of communication patterns in Millennials
- Analyzed and synthesized interview data with affinity diagrams and activity models
- Developed personas to shape the design and communicate with the client
- Compiled and edited final report and white paper for client

Education

Master of Human-Computer Interaction

Aug 2009-Dec 2010

Carnegie Mellon University ... Pittsburgh, PA

- QPA 3.61

Bachelor of Science, Cognitive Science

Sept 2004-Jun 2009

University of California, San Diego ... La Jolla, CA

- Specialization in Human-Computer Interaction, Minor in Political Science
- GPA 3.45 (3.67 in Cognitive Science)

UC Center Rome Study Abroad ... Rome Italy

- Instruction in Italian language, history, and culture