AMANDA CONRAD
USER CENTERED DESIGN

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PERSONAL STATEMENT //

I have been designing identities, websites, and apps going on 6 years. I've worked at boutique agencies and start-ups in the past, but I have been freelancing full-time for going on two years.

With a passion for technology and human interaction, I have really found my niche in user experience and user interface design. I love the challenge of solving highly complex problems in simple, user-friendly ways that can enhance a person's daily life.

EDUCATION //

California State University, Northridge
2005–2009
BFA, Graphic Design
Magna Cum Laude

General Assembly, Los Angeles
January - March 2014
User Experience Design Immersive

SKILLS & PROCESS //

I am proficient in Adobe Creative Suite; Microsoft Office and both Windows and Mac operating systems. I have a fundamental knowledge of Adobe AfterEffects, Adobe Dreamweaver, HTML and CSS languages.

I have extensive experience designing for print, web applications, user interface design and user experience design for websites, web applications, web tools, and mobile applications. I am also very knowledgeable about social media, analytics, and user research.

My UX though UI process includes the following in order: heuristic evaluations, user interviews and research, card sorting exercises, persona creation, information architecture, site maps, user flow creation, journey mapping, wireframing, prototyping, user testing, pixel-perfect mock up design, and AB testing.

My personal UX and UI philosophy is to always validate assumptions by extensive testing.

REFERENCES AVAILABLE ON REQUEST

WORK EXPERIENCE //

AMANDA CONRAD
Freelance Designer
08.2012–Present
Usability Expert, Interaction Designer
Responsibilities include consultation and design for websites, eCommerce solutions, user experience and interface, mobile and web applications, identity and branding, editorial layout, and social media marketing.

CITIZENGLOBAL
Technology Platform
07.2010–08.2012
User Experience & Visual Product Designer
Responsibilities included website visual design, application and product design including user flows and wireframing for both mobile and web applications, logo design, brand consistency and social media marketing assets.

MIND MEDIUM CREATIVE
Creative Agency
05.2009–05.2010
Graphic Designer
Responsibilities included website design, logo design, fashion lookbook layout, digital illustration, logo branding guidelines, creating production files, as well as file organization, and client presentations.

VISCOM
Design Agency
12.2008–10.2009
Graphic Designer, Project Manager
Graphic Design responsibilities included website design, brochure and logo designs, as well as file organization, and client presentations.
Project Manager responsibilities included writing proposals, contacting with and presenting to clients, scheduling and running meetings, and organizing jobs with a team of designers.