

# Amy Adams

AmyAdamsUX.com  
AmyAdamsUX@gmail.com  
(404) 822-5345

## UX Design

### EXPERIENCE

UI/UX DESIGNER & RESEARCHER - Google UX Design Certificate

#### EmpathyMe

SUMMER 2024

Concepted, researched, built, and tested mobile learning journey about empathy and how to apply it in real life.

#### Bebo's Bikes

Mobile app and responsive website created for local business

## Related

### EXPERIENCE

ART DIRECTOR

#### Revance Aesthetics

JUL 2020 - MAY 2023

- Created design and messaging for brand guidelines
- UI/UX design, journey mapping, and user testing
- Concepts and specs for interactive product displays
- Designed social media campaigns and storyboards

ART DIRECTOR

#### Amy Adams Studios

FEB 2001 - PRESENT

Creative services provider, specializing in:

**Building brands:** identity, messaging, imagery, guidelines

**Experiential design:** UI/UX, interior, display, sites, journeys

ART DIRECTOR / DESIGNER

#### The Creative Group

APR 2006 - JUL 2020

Contract and project-based digital and print creative work:

**Kellogg's:** presentations, art, and design for campaigns

**MGA Entertainment:** isometric illustrations for online game

**Home Depot:** in-store signage and branded corporate gifts

WEBMASTER / DESIGNER

#### Clear Channel Communications

JAN 2000 - FEB 2001

- Managed ads, media, cams, and feeds via PHP for five sites
- Direction and design for two site rebrands with digital ads

WEB DESIGNER

#### Bellsouth.Net

MAR 1997 - JAN 2000

- Lead UI design for Member Services, Education Gateway
- Developed concepts for corporate/consumer software

## EDUCATION

#### Google UX Design Certificate

SUMMER 2024

Completed a comprehensive training program covering the fundamentals of UX Design: research, inclusive design, concepting, accessibility, site architecture, wireframing, prototypes, and extensive Figma training. Received certificate after building three projects (*see above*) and portfolio.

Georgia Southern University

## Technical

### SKILLS

Figma

Sketch, XD

Adobe Suite:

- Illustrator
- InDesign
- Photoshop

Microsoft 365

PowerPoint

Keynote

Google Slides

WordPress

HTML/CSS

## Design

### SKILLS

User research

Concepts

Strategy

Wireframing

Prototyping

Usability studies

Presentation

Illustration

Iconography

Adaptable vision

## Collaboration

### SKILLS

Communicative

Empathetic

Problem solver

Detail-oriented

Team manager

Strong presenter

Creative critique