

Amy Adams

Empathetic UI/UX Designer with design leadership background creates delightful, intuitive, and enriching experiences for the global user

 AmyUIUX.com
 AmyUIUX@gmail.com
 (404) 822-5345
 Atlanta, GA US

Experience

UI/UX DESIGNER

Concept Services, Ltd

APRIL 2025 - PRESENT

- Created a spectrum of digital design in a high-volume agency setting
- Provided art direction, brand development, and UX research and recommendations
- Designed for websites, landing pages, content, email, advertising, and social media
- Worked with clients across multiple industries including:
NetTax, Richards Wilcox, Nottingham Spirk, Aragra, and Aurora Storage

UI/UX DESIGNER

Project-based Freelance

MAY 2023 – APRIL 2025

- Remote Work Specialists:** Sales-driven portfolio site with customized user access
- DateGrade.me:** Mobile app offering paid critiques of existing online profiles
- Lunch Therapy:** Mobile app and responsive website for non-medical mental health

ART DIRECTOR

Revance Aesthetics

JUL 2020 - MAY 2023

- UI/UX design, journey mapping, and user testing for websites, concepts, software
- Created design and messaging alongside stakeholders for 48-page brand guidelines
- Designed social media campaigns with storyboarding for posts, videos, and animation

ART DIRECTOR/DESIGNER

The Creative Group

APR 2008 - JUL 2020

Led design teams across a variety of industries in contract creative work, including:

- MGA Entertainment:** Designed interface for 3 product microsites and online game
- Kellogg's:** Developed concepts and artwork for key campaigns and partnerships
- Home Depot:** Devised in-store signage concepts and branded promotional products

CREATIVE DIRECTOR

Amy Adams Studios

FEB 2001 - JUL 2008

Design service provider specializing in branding, concepts, and experience. A sample:

- Original Love Notes:** Built complete brand and product design with e-commerce website, digital marketing strategy, custom packaging and POP display. Integrated Amazon fulfillment to earn Amazon's Choice badge
- Lagona Apothecary:** Ground-up brand development for nutritional product line: identity design, packaging, e-commerce website, retail store design and signage

DIGITAL MANAGER/WEBMASTER

Clear Channel Communications

JAN 2000 - FEB 2001

- Supervised and updated 5 radio station websites in real-time via PHP
- Published and regulated 100+ ads, media, cams, polls, and newsfeeds each week
- Transformed design, layout, and information architecture for two station websites

UI/UX DESIGNER

Bellsouth.net

MAR 1997 - JAN 2000

- Spearheaded UI design for Member Services portal, intranet, and Education Gateway
- Iterated designs based on research, moderated user testing, and feedback
- Completed concepts and designs for 3 B2B and enterprise software solutions
- Established corporate telecommuting policy as part of a 5-member founding team

Projects

UI/UX DESIGNER & RESEARCHER

Google UX Design Certificate

MAY 2024 - SEP 2024

Built 2 mobile apps and a responsive website to complete comprehensive UX Design program including extensive Figma education:

- EmpathyMe:** Educational mobile journey about empathy and how to practice it
- Bebo's Bikes:** Mobile app and responsive website created for local business

Technical Skills

AI: generations, prompting
Figma / Sketch
Adobe Suite:
· Illustrator
· InDesign
· Photoshop
Microsoft Teams
PowerPoint
WordPress
Analytics
Accessibility / WGAC
HTML / CSS / JavaScript
Agile environments
CMS / Sales tools

Design Skills

Concepts & Strategy
Design systems/libraries
Omni-channel research
User & Process flows
Interaction design
Info Architecture
Wireframing
Prototyping
Usability testing
Design presentation
Digital marketing
Storyboarding
Branding
Illustration
Iconography

Collaboration Skills

Creative - tech liaison
Strong communicator
Human-centered approach
Problem solving mindset
Adaptable design aesthetic
Team management
Innovation-focused
Strong presenter

Certificates

Google UX Design
Professional Certificate

Education

Georgia Southern
University