

# AMY BICKERTON

## PRODUCT DESIGN & RESEARCH

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she, her, hers

## CARNEGIE MELLON UNIVERSITY

MDes, Information Design › May 2010

BA, Creative Writing & English › May 2006

## AMAZON › SAN FRANCISCO, CA

### SENIOR USER EXPERIENCE DESIGNER

October 2016 – February 2019

### USER EXPERIENCE DESIGNER

January 2015 – September 2016

I worked closely with engineers, product managers, marketing, and customer service experts to help people discover books and connect with other people about what they read. My work focused on mobile—including a redesign of the [Goodreads Android app](#)—and integration of Goodreads on Amazon's Fire and Kindle devices and Kindle apps. I was a key team member in a foundational research project that led to new frameworks for thinking about our customers, their needs, and our offerings.

## FLYWHEEL › REDWOOD CITY, CA

### USER EXPERIENCE DESIGNER & RESEARCHER

November 2012 – December 2014

The [Flywheel app](#) gives taxi riders the same conveniences as Lyft or Uber, but with the added assurance of a city-regulated, fleet-maintained vehicle and a trained driver. The team was small and scrappy, and my work spanned the entire development process: continuous research (field and remote), new product strategy, usability and visual improvement of existing UI, email and marketing design.

## REPUTATION.COM › REDWOOD CITY, CA

### USER EXPERIENCE RESEARCHER & DESIGNER

December 2011 – December 2012

I led design research efforts including remote and in-person interviews, usability testing, and mental model creation. I helped define the strategy and user experience for a new [tool for small businesses](#).

## GOTOMEDIA › SAN FRANCISCO, CA

### USER EXPERIENCE STRATEGIST

June 2010 – January 2012

At gotomedia, a [boutique design & research agency](#), I planned and conducted ethnographic research, usability testing, competitive analysis, and heuristic assessment for clients including Samsung, Pearson, and VMware.

# AMY BICKERTON

## TEACHING & CONFERENCES ›

### CALIFORNIA COLLEGE OF THE ARTS ADJUNCT PROFESSOR

San Francisco, CA › January 2015 – now

- › I teach sophomore Interaction Design students to be effective and ethical designers and researchers.

### UNIVERSITY OF MICHIGAN SHORT-TERM RESIDENT

Ann Arbor, MI › March 2018

- › For a week I conducted guest lectures and critiques at Penny W. Stamps School of Art & Design.

### CARNEGIE MELLON UNIVERSITY DESIGN INSTRUCTOR

Doha, Qatar › January 2014 – May 2014

Pittsburgh, PA › August 2009 – May 2010

- › I taught fundamentals of design to non-designers.

### COPENHAGEN INSTITUTE OF INTERACTION DESIGN VISITING FACULTY

Copenhagen, Denmark › February 2013

- › Co-taught with Shelley Evenson a week-long course on design research to Masters students at CIID.

### DESIGN PRINCIPLES & PRACTICES

Los Angeles, CA › January 2011

- › Presented a research project conducted at gotomedia: "Viewing Emotions: The Future of Television Services."

### DESIGN & EMOTION CONFERENCE

Chicago, IL › October 2010

- › Presented part of my MDes thesis about transformative design: "From Breaking Meaning To Making Meaning."

### MICROSOFT FACULTY SUMMIT

Redmond, WA › July 2009

- › With team, presented our product concept "Synchronicity: New Ways of Working" at the Microsoft Design Expo.

## OTHER EXPERIENCE & ACTIVITIES ›

### DOUBLE UNION

#### CODE OF CONDUCT COMMITTEE MEMBER

San Francisco, CA › June 2018 – now

- › Double Union is a feminist maker space. I've been a member since March 2017 and on the Code of Conduct Committee since June 2018. I work with the committee to thoughtfully handle conduct and confidentiality reports, as well as proactively create processes that make Double Union a safer, more inclusive space.

### THREE RIVERS RINGERS

#### PRO-BONO PRINT DESIGNER

Pittsburgh, PA › June 2004 – now

- › I produce all printed material: posters, postcards, press kit, event programs, and signage for Three Rivers Ringers, a non-profit arts organization.

### SECOND ROAD

#### GRADUATE DESIGN INTERN

Chatswood, Australia › Summer of 2009

- › During grad school, I interned at Second Road, a management consulting firm that teaches design thinking to executives. Activities included user experience research, document design, content strategy, service design, strategic conversation.

### CARNEGIE MELLON UNIVERSITY

#### WEB & PRINT DESIGNER

Pittsburgh, PA › June 2006 – June 2009

- › First for the College of Engineering and then for the School of Architecture, I helped with web design and management, newsletter and magazine production, document and presentation design.

### CARNEGIE MELLON UNIVERSITY

#### UNDERGRADUATE RESEARCH ASSISTANT

Pittsburgh, PA › Summers of 2003 & 2005

- › I worked as an undergraduate researcher in the Human-Computer Interaction Institute and the Engineering and Public Policy department.