



Amy Bickerton

Teacher and Design Leader

San Francisco, California, United States

[linkedin.com/in/amybickerton](https://www.linkedin.com/in/amybickerton)

amillion@gmail.com

amillion.design

Education

Carnegie Mellon University • Pittsburgh, PA

MDes, Communication Planning and Information Design Aug 2008 - May 2010

BA, Creative Writing and English Aug 2002 - May 2006

Professional Experience

Uber • San Francisco, CA

Safety, Insurance, & Privacy Product Design Manager Feb 2021 - Current

In my role as Product Design Manager for the Safety, Insurance, and Privacy teams at Uber, I lead a team of 9 Product Designers who work closely with researchers, content designers, engineers, product marketing managers, data scientists, and other cross-functional partners to ensure the Uber platform is safer and more inclusive for our customers.

Dropbox • San Francisco, CA

Design Research Manager Apr 2020 - Jan 2021

Senior Design Researcher Jun 2019 - Apr 2020

I worked with teams across Dropbox, including the design systems and mobile teams, to better understand our customers and their needs. As a manager, I helped to organize a small but effective groups of researchers during a time of organizational change.

Amazon • San Francisco, CA

Senior User Experience Designer Oct 2016 - Feb 2019

User Experience Designer Jan 2015 - Sep 2016

At Goodreads (an Amazon company), I worked on mobile projects, including our integrations with the Kindle e-reader and a redesign of the Goodreads Android app.

Flywheel Software • Redwood City, CA

User Experience Designer & Researcher Nov 2012 - Dec 2014

Flywheel is an app for hailing taxis. I worked with product managers, engineers, marketing, and customer care to serve the needs of drivers, passengers, taxi fleets, and cities.

Reputation.com • Redwood City, CA

User Experience Researcher Dec 2011 - Dec 2012

At Reputation.com, I led design research efforts including remote and in-person interviews, usability testing, and mental model creation. I helped define user experience strategy for consumer, small business, and enterprise products. I worked closely with other designers, product managers, and engineers.

Gotomedia • San Francisco, CA

User Experience Strategist Jun 2010 - Jan 2012

Gotomedia is a research and design agency led by founder Kelly Goto. I worked on projects for a variety of clients — including Samsung and Pearson Education.

Carnegie Mellon University • Pittsburgh, PA

Communications Assistant Jun 2006 - May 2009

Website design and management, newsletter and alumni magazine production, document and presentation design for the College of Engineering (2006-2007) and then for the School of Architecture.

Classes & Speaking Engagements

California College of the Arts • San Francisco, CA

Adjunct II Professor, Interaction Design May 2020 - Current

Adjunct I Professor, Interaction Design Jan 2015 - May 2020

Behavior Design - Fall 2020, 2021, 2022

Story Studio (with Jake Rheinfrank) - Spring 2019, 2020, 2021

Design Research - Spring 2016, 2017, 2018, 2019

Design Research (with Lauren Ruiz) - Spring 2015

User Interviews Research Fireside Chat • Virtual

Speaker Nov 2021

User Interviews' VP of User Research, Roberta Dombrowski, interviewed me in front of her research team about my experience in the industry and how I'm helping to create more user-centered practices at Uber.

Chegg UX Week • San Francisco, CA

Speaker May 2019

Gave a talk entitled "End to Endless Design" about delivering sustained and sustainable service design experiences.

University of Michigan • Ann Arbor, MI

Short-Term Witt Faculty Resident Mar 2018

For a week I conducted guest lectures and critiques at Stamps School of Art & Design. My host was Kelly Murdoch-Kitt.

Designing Cities Conference • San Francisco, CA

Speaker Oct 2014

With Alexandra Michaelides, Safety Researcher at Lyft, I gave a talk on including drivers in research for new technology-enabled transportation services at this event hosted by the National Association of City Transportation Officials.

Carnegie Mellon University • Doha, Qatar

Visiting Assistant Professor of Design Jan 2014 - May 2014

I temporarily moved to Qatar and taught two courses — Typography and Communication Design Fundamentals — for the Informations Systems major.

Copenhagen Institute of Interaction Design • Denmark

Visiting Professor of Design Feb 2013

I co-taught with Shelley Evenson a week-long course on design research to Masters students at CIID. Around this time I also started guest lecturing at CCA, and realized how I could make teaching a part of my life alongside my full-time practice as a designer.

Carnegie Mellon University • Pittsburgh, PA

Instructor, School of Design Aug 2009 - May 2010

While I was a graduate student in the School of Design, I taught two semesters of Communication Design Fundamentals: first as a required part of the Professional Writing MFA degree program, and then as a university-wide elective.

Carnegie Mellon University • Pittsburgh, PA

Research Assistant, Human-Computer Interaction Institute May 2005 - Aug 2005

Research Assistant, Department of Social and Decision Sciences May 2003 - Aug 2003

I analyzed transcripts and notes on healthcare workers' interactions with their patients for a study in the Human-Computer Interaction Institute in 2005, and did similar work (including ensuring inter-rater reliability with other undergraduate research assistants) for an NSF-funded study in 2003.

Nonprofit Activities

Double Union • San Francisco, CA

Key Member March 2017 – Current

Founding Code of Conduct Committee Member June 2018 – Dec 2022

Double Union is a feminist maker space. I've been a member since March 2017 and was a founding member of the Code of Conduct Committee, where I worked 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 • Pittsburgh, PA

Marketing and Print Document Designer June 2004 – Dec 2022

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