

AMY BICKERTON

DESIGNER, RESEARCHER, EDUCATOR

San Francisco, CA, USA
she, her, hers

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EDUCATION

CARNEGIE MELLON UNIVERSITY
2010 Master of Design
2006 BA, English & Creative Writing

PROFESSIONAL EXPERIENCE

DROPBOX

DESIGN RESEARCH MANAGER

April 2020 - now

SENIOR DESIGN RESEARCHER

June 2019 - April 2020

I lead the design research team focused on our personal customers and our mobile apps.

AMAZON

SENIOR USER EXPERIENCE DESIGNER

October 2016 - February 2019

USER EXPERIENCE DESIGNER

January 2015 - September 2016

I worked with engineers, product managers, marketing, and other partners to design products that help people discover books and share what they read. My work included a redesign of the [Goodreads Android app](#) and Goodreads integration on Kindle devices and Kindle apps. I was a key partner in foundational research that led to new frameworks for thinking about readers, their needs, and our product offerings.

FLYWHEEL

UX DESIGNER & RESEARCHER

December 2012 - December 2014

The [Flywheel app](#) gives taxi riders the conveniences of Lyft and Uber, but with the assurance of a city-regulated, fleet-maintained vehicle and a trained driver. 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

USER EXPERIENCE RESEARCHER

January 2012 - 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

USER EXPERIENCE STRATEGIST

June 2010 - January 2012

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

TEACHING EXPERIENCE

CALIFORNIA COLLEGE OF THE ARTS

ADJUNCT PROFESSOR

January 2015 - now

I teach required courses to undergraduate students in the Interaction Design program:
Spring 2019, 2020 Story Studio (with Jake Rheinfrank)
Spring 2016, 2017, 2018, 2019 Design Research
Spring 2015 Design Research (with Lauren Ruiz)

UNIVERSITY OF MICHIGAN

SHORT-TERM WITT FACULTY RESIDENT

March 2018

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

CARNEGIE MELLON UNIVERSITY

VISITING ASSISTANT PROFESSOR

Doha, Qatar › Spring 2014

LECTURER

Pittsburgh, PA › Fall 2009, Spring 2010

I taught fundamentals of design to non-designers.

COPENHAGEN INSTITUTE OF
INTERACTION DESIGN

VISITING PROFESSOR OF DESIGN

Copenhagen, Denmark › February 2013

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

CONFERENCE PRESENTATIONS

CHEGG UX WEEK

San Francisco › May 2019

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

NATIONAL ASSOCIATION OF CITY
TRANSPORTATION OFFICIALS
DESIGNING CITIES CONFERENCE

San Francisco › October 2014

With Alexandra Michaelides, gave a talk on including drivers in research for new rider services.

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 research and product concept in a talk "Synchronicity: New Ways of Working."

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 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.