Amy Asadi

UX & product designer, illustrator & overall people-person

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Experience

Product Designer • The Cool School Project (UMD iConsultancy)
College Park, Maryland • 2020-21

• Helped create a new MVP prototype for the animated education game, Cool School, which teaches conflict resolution skills to children.
• Conducted UX research & co-design sessions with HCIL's KidsTeam.
• Devised new game mechanics to modernize and deepen the game's learning experience; facilitated sprints with Google Venture methods.
• Helped redesign the game's interactive and visual system; designed and illustrated the game's immersive map; designed characters and sprites.

iConsultancy Graduate Assistant • University of Maryland
College Park, Maryland • 2020-21

• Consulted with clients from private and public sectors to connect their business needs with learning opportunities for UMD students.
• Crafted over 50 statements of work that resulted in successful capstone projects in UX design, UX research, and business process mapping.
• Created surveys and conducted qualitative data analysis to inform business development and project management.

UX Researcher • UMD Pre-College Program (UMD iConsultancy)
College Park, Maryland • 2019-20

• Conducted contextual interviews, performed qualitative analysis, and built models to reveal design opportunities that re-envision how digital tools can support students and counselors within the UMD Pre-College program.

HCIM Program Graduate Assistant • University of Maryland
College Park, Maryland • 2019-20

• Provided the Human Computer Interaction Program with user and market research support to assist with program development.
• Assisted with communications by writing copy & designing digital and print collateral.

Team Leader • Benefits Data Trust
Philadelphia, Pennsylvania • 2017-19

• Devised, planned, and implemented human-centered and design thinking solutions with UX, Program Design, Quality, and Data Science teams to streamline benefit access for people in need.
• Led and directly supervised team of 10 Benefits Outreach Specialists.
• As part of UX spacework project, designed and proposed a data visualization dashboard with training and performance data; led small team to implement; product became finalist in internal innovation competition and is currently being developed.

Education

University of Maryland, College Park
MS in Human-Computer Interaction
GPA: 4.0, May 2021

Moore College of Art & Design
Certificate in Web & Interactive Design
GPA: 4.0, September 2018

East Stroudsburg University
BA in English Writing
GPA: 3.9, May 2011

Awards & Activities

Jenny Preece and Ben Shneiderman Award for Excellence in HCIM
2021

BDT Better Idea Challenge Winner for Dashboard Design
2018

HCIM Committee Member
Helped craft learning outcomes for HCIM's interaction & visual design courses

Skills

Design
UX Research • UI/Interaction Design • Sprint Methodologies • Contextual Inquiry Experience Mapping • Participatory Design • Storyboarding • Wireframing • Prototyping • Usability Testing • Game Design • Branding and Visual Design • Design Systems • Print • Illustration

Tools
Sketch • Figma • InVision • Principle • Miro • Qualtrics • Adobe CC (XD, Photoshop, Illustrator, After Effects, Aero) • HTML • CSS