

Amy Dixon — Product Designer

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Experienced design leader within engineering and science-led organizations who has proven to enhance communication and collaboration across design and engineering teams. I'm quality-driven and have a track record of delivering simple, elegant products in a fast-paced environment. I'm well-versed in Figma, Sketch + InVision, Unity, the Adobe Creative Suite, and Cinema4D.



Krikey | Senior User Experience Designer

August 2021 - February 2022 ([Website](#))

- Optimized the team's design pipeline to a more efficient dev handoff process
- Shipped 3D gaming experiences for an Augmented Reality social app
- Mentored a design team and elevated collaboration to improve ideation/execution
- Initiated more in-depth prototyping across the entire design team
- Increased the number of daily voice interactions between the Design & Unity team
- Built crisp, cohesive design systems to increase productivity and user engagement
- **Krikey's MAU increased ~2,400% from January 2021 to January 2022**



Substrate | Co-founder & Chief Design Officer

January - May 2018; August 2019 - May 2021 ([Website](#)) ([App preview](#))

- **Designed an award-winning early prototype to receive ~\$2M grant funds**
- Built a startup from scratch with a small, interdisciplinary team of entrepreneurs
- Shipped quality-driven UX design and managed the brand across mobile and web
- Created a scalable chemistry visualization design system using Figma + Unity
- Co-led gamification; Designed and administered user research studies
- Spearheaded recruiting of partners for branding, strategy, game design, and UXR
- Informed competitive product strategies and created strong IP handoff deliverables
- Implemented more efficient UX development pipelines to deliver learning exercises over 2 times faster than our previous "content first" approach



NanoString | Biomedical Animator/Designer

May 2014 - June 2017 ([Website](#)) ([Animation example](#))

- Created an entirely new role within NanoString to lead video marketing campaigns
- Storyboarded, animated, and produced videos/presentations for sales & marketing
- Built animations end-to-end, illustrated publications and managed photoshoots
- Shipped easy-to-use lab instrumentation software (nCounter SPRINT) + a web app
- Created a scalable design language that continues to inform the NanoString brand
- **Co-wrote a SPRINT launch keynote that received a company-wide standing ovation**



Virtual Reality Applications Center | Concept/UI Artist

Dec. 2009 - May 2011 ([Website](#)) (NSF awards: 1 - [UI work](#); 2 - [Concept work](#))

- Designed an instructional user interface to help high school students learn biology
- Storyboarded animations and created 3D game assets to help earn NSF grants
- Translated microscopic 3D environments into 2D artwork using Photoshop
- Award-winning/nominated concept art/UI design in an international playing field

Education



Johns Hopkins University | Master of Arts

August 2011 - May 2013 ([Website](#))

- ★ Awarded the Frank Netter Memorial Scholarship & Chester Reather Award (**1st semester**)
- ★ Awarded for Excellence in the Editorial category at the AMI Conference in 2012 (**1st year**)
- ★ Awarded for Merit in the Instructional Tone category at the AMI conf. in 2012 (**1st year**)
- ★ Awarded a Vesalian Scholarship for my thesis project (**2nd year**)



Iowa State University | Bachelor of Arts

August 2006 - May 2010 ([Website](#))