

Amy Lima

Product Designer



I believe that while good design is arbitrary, great design is intentional. Because of my background creating community in the music and media industries, I understand the importance of crafting meaningful experiences that bring creativity to life, resonate with users, and align with business goals in delicate harmony, where this intentionality thrives.

Skills

UX Design
UI Design
Branding
User Research
Rapid Prototyping
Information Architecture
HTML, CSS, Javascript

Tools

Sketch
Figma
Adobe Creative Suite
Invision
Framer
Zeplin
Marvel
Webflow

Education

Designlab

2020-2021 |
UX Academy

SuperHi

2020-2021 |
Visual Design, Javascript
for Designers, Digital
Project Management

New York University

2011-2015 |
B.A. Economics,
Entertainment Business

Experience

Product Designer

Freelance 2020 - Present

- Commissioned by small businesses to design their digital experiences

Director, Content and Community

5735 Studios 2020 - Present

- Spearhead community initiatives that grew following by 900% in first year
- Create and implement content plan across website and social channels
- Conduct artist interviews to be featured on platform

Community and Experience Manager

Freelance 2016 - 2019

- Ideated and implemented all aspects of European expansion across key markets
- Emo Night Brooklyn
- Curated event experience for each market using user feedback and research
- Emo Night Brooklyn
- Engaged with digital community and developed feedback channels between customers and product team
- Majestic Casual
- Designed and maintained brand's online editorial journal - Majestic Casual