

AMY BOCK

CONTACT



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UI/UX
amybockdesign.com



Graphic Design Portfolio



Fine Art Website



Ridgefield, Connecticut

EDUCATION

CAREERFOUNDRY

Certificate in UI Design
9 month intensive course

LINKEDIN LEARNING

UX Design

PRATT INSTITUTE

Drawing/Painting, BFA
Graduated with Honors

UNIVERSITY OF VERMONT

Undergraduate Studies

Postgraduate Studies

Graphic Design,
Illustration, Scenic Design

New School for Social Research

Parsons School of Design
The School of Visual Arts
Polakov, The Studio & Forum
For Stage Design

SOFTWARE

- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Balsamiq
- Flinto
- Keynote
- Invision
- Microsoft Word, Excel, PowerPoint
- Painter
- Sketch
- SquareSpace

PROFILE

UI/UX DESIGNER | GRAPHIC DESIGNER

UI/UX Designer with a diverse background in Creative Direction, Art Direction, Graphic Design, Illustration and Fine Art. I see UI/UX Design as the next step in my career to build upon my extensive skills and focus directly on user experience design, while incorporating new technologies with the foundational backbone of the visual and communication arts.

CAREERFOUNDRY PROJECTS

Created three apps that covered the following areas of study:

- Competitor Analysis
- Icon Development
- Lo, Mid & Hi-Fidelity Wireframing
- Moodboard Development
- Style Guide Creation
- Explored User Psychology
- Rapid Prototyping
- Conducted User Interviews
- Created User Personas
- Created User Flows
- Usability Testing
- A/B Testing
- Primary & Secondary Actions
- Responsive Design
- Grid Development
- Mockups
- iOS and Android Mobile App Design
- Mobile Gestures
- Sound Integration
- Animation
- Prototyping with Flinto and Invision
- Branding Guidelines

PROFESSIONAL EXPERIENCE

A Bock Design, LLC

2012-Present

Provide design, illustration and consultation services for small to large size businesses and publications.

Clients Include:

Cooper Surgical Graphic Standards Manual; art direction, composed editorial content for 40 page corporate branding guide. Illustration, info-graphics, advertising, promotional design. 3-Dimensional wall mural design & production.

Nancy O' Development, consultation and implementation of branding, packaging and color line for new house boutique yarn.

University of Massachusetts Logo design for the University of Massachusetts Amherst Center for Community Health Equity Research.

Air Age Media Art Direction, Design, illustration and production for various of the publisher's periodicals including Flight Journal & RC Car Action.

Forest Laboratories Full-color Illustrations for promotional wall calendar for New York City based pharmaceutical company.

Bird & Bee Designs Illustration, package design, catalog, copy writing, website design and marketing for greeting card company.

Cahners Publishing, New York, NY

2007-2012

Creative Direction, Art Direction and Graphic Design with increasing levels of responsibility for international publishing company.

Magazine Startup Designer, Art Director & Illustrator Digital Design & Production, Input/Output, E-Now!

Acting Art Director Graphic Arts Monthly, School Library Journal.

Creative Services Department, Art Director Design and production for various marketing, promotional and advertising collateral for publisher's stable of magazines.

AWARDS

Communication Arts

Illustration Annual, Editorial
Award of Excellence

The Salmagundi Club

Hudson Valley Art Association
83rd Annual Juried Exhibition, NYC
Helen N. Jacobs Memorial Award
Oil painting

Mattatuck Museum

MixMaster
Juror's Selection Award

International Online Art-Competition

Flowers
Honorable Mention
Oil painting

Graphic Designer & Illustrator American Baby and Modern Bride Magazine.

Graphic Designer Publishers Weekly Magazine, Interior Design Magazine.

Art Director Show Daily for Print Expo, a trade show tabloid for the printing industry.

Freelance Art Direction, Design & Illustration, New York, NY

2002-2007

Tiffany & Co. Illustration and design for several silk scarves, neck ties and porcelain boxes, graphic design for various projects.

Mademoiselle Magazine promotion and advertising design.

Prescriptives (Estée Lauder) Production for packaging and promotional items. Illustration of department store display set ups.

Revlon Point of purchase display and comprehensive execution.

American Express Art direction, design and production for several brochures.

Allure Magazine Promotion and advertising design.

Chemical Engineering Magazine Infographics.

Coopers & Lybrand, Morgan Stanley Design and production of corporate materials.

Unique Homes Magazine Design and production.

Walt Disney & Co. Charts and graph design for slide presentation.

Modern Bride Magazine, New York, NY

2000-2002

Associate Art Director Responsible for art direction of travel section, design of fashion and other editorial pages. Managed closings of issues, which included overseeing the flow of layouts from the Art Department to the Production Department, management of three staff members.

Assistant Art Director Editorial pages and special advertorial sections, design and production.

OTHER

AFFILIATIONS

Juried member of The National Association of Women Artists
Active member of: The Ridgefield Council for the Arts and the Artists Collective of Westport.

FINE ART EXHIBITIONS

Bruce S. Kershner Gallery, Mattatuck Museum, National Association of Women Artists, Nest Art Factory, Ridgefield Guild of Artists, Salmagundi Club, NYC, Silvermine Guild of Artists, Troy Fine Art, Westport Art Center, Quidley & Co. Gallery.

JEWELRY DESIGN

ABD Jewelry, creative direction, designer, production and marketing, website design, jewelry design, www.amybockdesigns.com.

PRESS

Ridgefield Magazine, March/April 2005

SBS Digital Design Magazine, June 2004

Discover Magazine, 1993.