

AMY BOCK

CONTACT



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Portfolio



Fine Art Website



Ridgefield, CT

EDUCATION

CAREERFOUNDRY

Certificate in UI Design
Certificate in Animation for UI

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
- Figma
- Keynote
- Invision
- Microsoft Word, Excel, PowerPoint
- Painter
- Sketch
- Squarespace

PROFILE

UI/UX DESIGNER | VISUAL DESIGNER

I am a UI/UX Designer with a diverse and deep background in Creative Direction, Art Direction, Graphic Design, Project Management, Illustration and Fine Art. UI/UX Design builds upon my extensive design and visual skills and focuses directly on user experience, while incorporating new technologies with the foundational backbone of the visual and communication arts. My goals are to design user experiences that are intuitive, elegant, simple and beautiful, while satisfying user needs and meeting business requirements using data gathered from UX research. I value collaborating and clear communication, while also possessing the ability to work independently.

PROFESSIONAL EXPERIENCE

UI/UX PROJECTS

A Bock Design, LLC

Present

idFLORA A plant Identification app for consumer use. Utilization of competitive analysis, conducted user research interviews, usability testing, created user personas to understand user needs. For UI design, created mood boards to clarify visual direction. Designed user flows. To begin the ideation process I used the Crazy 8's rapid prototyping method before conducting user testing. Used Invision for Lo-Fi prototype testing. Moved to Mid-Fi prototyping for further refinement, created style guide, icon development, Hi-Fi prototypes and mock-ups.

SUBSCRIPTION MINDER App for managing subscriptions. This is a native app for iOS and Android. Conducted competitor analysis, created mood boards to clarify visual direction. Designed user flows. Used Balsamiq for Lo-Fi wireframing. Moved to Mid-Fi prototyping for further refinement. Created style guide, icon development, Hi-Fi mock-ups and prototyping using Invision.

INTELABODE A Smart Home app. Developed UI and branding, created Lo and Mid-Fi wireframes, designed and executed Hi-Fi animation for mobile app using After Effects.

WAY TO \$AVE! Personal goals savings app for users with limited financial knowledge. Created user stories to focus on needs of users. Narrowed down the key principles behind the design direction and designed the user flow. Ideation beginning with Lo-Fi wireframing beginning with a hand sketch and then Balsamiq. Collected user feedback from initial testing. Developed style guide, icon development, Hi-Fi mockups and prototype animation in After Effects.

RETRO CHIC A curated vintage clothing app for buying and selling.

Conducted competitor analysis. Incorporated user engagement aspects. Executed Lo to Hi-Fi wireframes. Developed moodboard, icon development and execution, branding, style guide and concept.

ART DIRECTION | GRAPHIC DESIGN

A Bock Design, LLC

2012-Present

Provides Creative Direction, Art Direction, Design, illustration, consultation services and project management for small to large size businesses and publications.

Clients Include:

Cooper Surgical Graphic Standards Manual; art direction and 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.

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

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 Creative Direction, Project Management, illustration, catalog, packaging, website design, copy writing & marketing for greeting card company.

Cahners Publishing, New York, NY

2007-2012

Art Direction, Graphic Design and Project Management, 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.

Graphic Designer & Illustrator American Baby and Modern Bride Magazine, 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 various projects at the company's flagship location, including silk scarf, custom necktie and porcelain box design.

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.

OTHER

AFFILIATIONS

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

FINE ART EXHIBITIONS

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

JEWELRY DESIGN

ABD Jewelry, creative direction, branding, photography, e-commerce, production, marketing, website design, jewelry design, www.amybockdesigns.com.

PRESS

Ridgefield Magazine, March/April 2005
SBS Digital Design Magazine, June 2004
Discover Magazine, 1993.