

Amy Lewis

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[Email](#) | [Portfolio](#) | [LinkedIn](#)

Experience

Freelance Designer | **Contract** | New York, NY | Feb 2021 – Present

- Created visual identities, print collateral, and digital assets tailored to client goals
- Applied research and design thinking methods to branding, layout, and marketing content
- Led end-to-end projects across web and print, balancing creativity with usability
- Notable clients: PharmPro Staffing, Alex Pfeffer Photography, Barre3 West Village

Operations Support | **Barre3** | Bethesda, MD & New York, NY | Nov 2019 – Jun 2023

- Created digital content for social media channels, boosting post-pandemic engagement by 20%
- Fostered strong client relations with improvements to communication, contributing to 35% growth in post-pandemic client retention rates for in-person studio classes
- Supported studio operations and community-building strategies

Projects

Primary | **Case Study** | Feb 2025 – Jul 2026

- Built a mobile-first app to increase community engagement for local elections
- Conducted competitive analysis and user interviews to identify key pain points and refine user flows
- Delivered documentation and iterated prototypes for smooth developer collaboration

Spotify Jukebox | **Case Study** | Nov 2024 – Jan 2025

- Designed a new song recognition feature to boost music discovery capabilities in real-time
- Conducted surveys, interviews, and usability tests to inform iterative wireframes and high-fidelity prototypes
- Integrated seamlessly within Spotify's design system and presented a development-ready handoff

Education

Parsons School of Design | **MPS, Communication Design** | May 2025

Designlab (UX Academy) | **UX Bootcamp** | July 2025

Parsons School of Design | **Digital & Graphic Design Certificate** | June 2023

Syracuse University | **BFA, Illustration** | May 2019

Skills

Software | Figma, Adobe Creative Suite, HTML, CSS, JavaScript, Squarespace, Google Suite, AI/Chat GPT

Design | Interaction Design, Motion Design, UX Writing, User Research, Usability Testing, Wireframing, Prototyping, Design Systems, Project Management

Creative | Illustration, Branding, Visual Storytelling, Social Media