



AMY LITTLE

Product Designer

PROFILE

Well-rounded, highly motivated and creative Product Designer with eight years experience in branding and graphic design.

WORK EXPERIENCE

UX/UI Designer

Warehousing1 | May 2022–Present

- End-to-end product design of multiple web and mobile B2B and B2C SaaS logistics platforms.
- Define the user experience, interactions, and user interface through user flows, information architecture, sketches, wireframes, high-fidelity prototypes and visual design.
- Bring simplicity and user-friendliness to complex design roadblocks.
- Maintain visual and brand consistency between all products and outlets.

Graphic/Print Designer

Freelance | 2014–2022

- Designed various graphic and print projects for clients including textile print, apparel graphics, branding, social media and advertising.

Graphic/Print Designer

Kroger | Jan 2019–Sep 2020, Portland, OR, USA

- Produced innovative patterns, graphics, and strong silhouette sketches for all home categories.
- Researched market and trends for current print, silhouette and techniques.

Graphic Designer (Contracted)

adidas | Oct 2017–Dec 2017, Mar 2018–Apr 2018, Portland, OR, USA

- Produced graphic, production and presentation design for Global Brand Design team.
- Executed design work according to the visual language of adidas as well as corporate identity guidelines.

Product Graphic Designer

Nike | May 2016–Sept 2017, Beaverton, OR, USA

- Designed graphics that were industry leading, trend right and that consistently incorporated consumer/athlete insights through powerful storytelling, emotional connectivity and relevance.
- Created product graphic and colour design for NBA, Basketball, Young Athletes and Fast Track sock categories.
- Critiqued, iterated and adjusted design concepts and prototypes independently and collaboratively.

Design Assist

Nike | Nov 2015–Apr 2016, Beaverton, OR, USA

- Assisted Product Designers with sock design, graphics, tech packs and research.

EDUCATION EXPERIENCE

Bachelor of Science, Graphic Design

Portland State University

2015, Portland, Oregon, USA

UX/UI Bootcamp

Ironhack

2022, Berlin, Germany

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PORTFOLIO

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TECHNICAL SKILLS

User Interface

User Experience

Graphic Design

Wireframing

Rapid Prototyping

User Research

Figma

Photoshop

Illustrator

InDesign

Trello

Jira

Notion

Microsoft Office

Google Workspace

HTML

CSS

SOFT SKILLS

Communication

Creativity

Time Management

Adaptability

Empathy

LANGUAGES

English (native)