

Amy Kempen

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Experience

UX/UI Designer

Cardinal Health, September 2021–Present

Collaborate on an agile team with product, research and development to create data-driven designs based on user feedback for a pharmaceutical e-commerce website. Work includes wireframes to hi-fidelity mockups to interactive prototypes for user testing. Manage the project's Design System to create consistent visuals and interactions across the platform.

May 2020–September 2021

Researched, designed, and prototyped experiences for a web-based software for doctors to track patients enteral feeds. Assisted in new mobile application discovery through research, wireframing, and low-fidelity prototyping for internal stakeholders.

Designer

TD Ameritrade, October 2017–May 2020

Created digital and print marketing projects for customers and internal company teams. Designed and coded multi-lingual email campaigns. Helped roll out an updated brand experience across all channels.

TD Ameritrade acquired Scottrade in October 2017.

Digital Marketing Designer

Scottrade, April 2015–October 2017

Collaborated with integrated marketing teams to create digital and print materials across all lines of business. Created a new, consistent brand experience for Scottrade Advisor Services from iconography to informational graphics and an updated website.

Contract Designer

Creative Circle, July 2014–April 2015

Art Director

Jager Boston, April 2013–June 2014

Designer

UPBrand Collaborative, April 2011–April 2013

Skills

Personal

I am a UX Designer with a passion for helping users navigate complex systems and information through clear, intuitive, data-driven design. I have experience across varying industries including healthcare, finance, and education.

Technical

Visual design, branding, user research, wireframes, user flows, hi-fidelity prototypes, informational graphics

Tools

Adobe XD, Zeplin, JIRA, Adobe Experience Manager, Adobe Creative Suite, Microsoft Office

Education

Washington University in St. Louis

Bachelor's Degree of Fine Arts in Communication Design
2005–2009

Savvy Coders

Coding Bootcamp
2016

Nielsen Norman Group

UX Certification
2019

Udemy.com

Mobile App Design Certificate
2021