Amy M. Pointer

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HUMAN-CENTERED APPROACH
Service Design, Civic Services, User Advocate, Collaboration

DESIGN THINKING
Research, Synthesis, Strategic Development, Process Development, Storytelling

LEADERSHIP
People, Sales & Partnerships, Analysis, Mentoring

TRAINING
Workshop Facilitation, Co-creation, Design Process, Major Project Development

RESEARCH
Federal Government Modernization & Strategic Planning, User Experience for Specialized Populations

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EMPLOYMENT

Senior Service Design Lead
Fearless, Baltimore, MD.
October 2020 to Present

Service & Integration Design Manager
Accenture Federal Services/Fjord, Washington, D.C.
December 2019 to August 2020

Director & Assistant Professor
Integrated Design MA & MFA
Klein Family School of Communications Design, Univ. of Baltimore, MD
Fall 2002 to December 2019

Manager
Strategic Design Group, USinternetworking, Annapolis, MD
1999 to 2002

PROJECTS & SKILLS

Human-Centered Design & Design Thinking
Human-centered research and methodology lead to effective solutions. Using iterative design and assessment processes in which we work towards meaningful experiences, my multi-disciplinary practice includes: service design, usability, customer experience, testing, qualitative and quantitative research, synthesis, facilitation, and Agile implementation.

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Customer & User Experience Research and Strategic Development

Artifacts include journey maps, blueprints, wireframes, & research readouts. Project partners & projects include:

Small Business Administration
- **Salesforce implementation for SBA Office of Investment & Innovation system modernization**

Center for Medicare Services
- **Medicare payment modernization**

Internal Revenue Service
- **IRS Eco-system blueprint visualizing both short-term and long-term strategic goals**

Veterans Administration
- **Research, interviews, and synthesis for Salesforce implementation**

Maryland State Board of Elections
- **Redevelopment of voter registration and vote by mail application forms**
- **Process assessment for election day judges and redevelopment of election day materials**

Center for Civic Design
- **Development of best practices for State of MD vote by mail packages**

Baltimore City Courts
- **Redevelopment of Baltimore City court rent escrow petition**

AstraZeneca
- **UX research and web design**

Mentoring & Training

- Human-Centered Design
- Co-creation
- Project Development
- Design Process
- Holistic Thinking
- Theory

Design & Prototyping

Direct projects in multiple forms of media: interactive, linear motion, print and product. Projects stage through concept development, market research, audience differentiation, usability, testing, communication clarity, brand development and visual design. Sample projects include:

- A digital platform enabling civil debate between two individuals
- An interactive health education application for children
- An asthma inhaler built into a smart wrist device

Program Direction

- Maintain position at forefront in incorporating innovations in the design field
- Thought leader balancing intellectual foundation & market viability of curriculum.

- Mentoring and coaching
- Process development, program, course review, and development
- Regular program assessment

Program Management

- Marketing and recruitment: writing of materials, in-person and online events.
- Program scheduling
- Partnership development
- Adjunct recruitment and management
- Daily administrative management

Design Group Management

- Design group of eighteen across four states.
- Strategic consulting
- Front-end development & architecture
- Client CMS training in retail division

EDUCATION

M.F.A., Digital Media, Towson University, Towson, MD
M.A., Publications Design University of Baltimore, Baltimore, MD
B.A., English & Art, Middle TN State University Murfreesboro, TN

Continuing Education Courses
DesignOps Assembly Learning Lab Fall, 2023