

AMY KAMDDEM

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I'm a human-centered researcher and designer, who loves to tackle complex problems by learning from people + world around me.

EDUCATION

University of Michigan
Dual Degree Class of 2017
BFA Product Design;
BA International Studies

SKILLS

Research Scoping and Design
Recruiting/Screening
Interviewing
Focus Group Moderation
Contextual Inquiry
Contextual Research
Survey Design
Data Analysis/ Synthesis
Insight Development
Workshop Facilitation

Stakeholder Engagement
Project Management
Rapid Prototyping
Wireframing
Sketch
Adobe Creative Suite
Microsoft Office
Rhino 3D
Keynote
Nvivo

EXPERIENCE

DESIGN RESEARCHER AT D-FORD, FORD MOTOR COMPANY

2018 - PRESENT

Lead teams through human-centered research, including fostering cross functional stakeholder engagement, throughout the product design process.

- Design and plan generative qualitative research studies including selecting target users, conducting contextual research, competitive benchmarking and crafting strategic research questions for relevant stakeholders.
- Utilize diverse qualitative research methods including contextual inquiry, field study, diary studies, interviews, remote research, directional feedback and survey design.
- Synthesize data into actionable and compelling insights to inform future products, experiences services and key strategic choices.

DIGITAL FABRICATION OPERATOR, STAMPS SCHOOL OF ART AND DESIGN

2016 - 2017

Supported students from a technical perspective as they brought their projects to life. Operated and maintained digital fabrication tools such as 3D printers (FDM + SLA), cnc routers, laser and vinyl cutters.

UX RESEARCH INTERN, GLOBAL HEALTH DESIGN INITIATIVE

MAY 2016 - AUGUST 2016

Conducted eight weeks of observations and design interviews with local doctors, nurses and community health workers. Developed a research plan, designed research probes, discussion guides, and analyzed field data to define user needs, develop and realize a proprietary device concept and report.

ACTIVITIES + AWARDS

VENTURE FOR AMERICA ALUMNA

CLASS OF 2017

Venture For America is a competitive entrepreneurship fellowship for recent grads in emerging startup ecosystems in US cities, to learn hands-on what it takes to build a company, while getting the mentorship, network, and ongoing support to prepare themselves to become successful entrepreneurs.

GORMAN AWARD RECIPIENT, UM STAMPS SCHOOL

APRIL 2017

The Gorman Award is a prestigious honor recognizing a graduating senior who showcases exceptional leadership, service, and creative work throughout their undergraduate study at University of Michigan's Stamps School of Art and Design.