

Amy Srnka

UX/UI DESIGNER | RESPONSIVE WEB DESIGN | VISUAL DESIGN

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SUMMARY

UX/UI designer with a graphic design foundation in responsive websites, brand systems, editorial layout, and client-facing visual design.	Brings clean structure, strong typography, and mobile-first thinking to websites, wireframes, prototypes, and polished UI.	Focused on content clarity, visual hierarchy, and digital experiences that feel calm, intuitive, and easy to use.
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SKILLS

UX/UI	WEB + TOOLS	VISUAL DESIGN
Figma, FigJam, wireframes, prototypes, high-fidelity UI, user flows, IA, usability testing, accessibility, content hierarchy	Responsive web design, mobile-first UI, design systems, Lovable, Base44, Squarespace, WordPress, Wix, Framer, basic HTML/CSS, CMS page layouts	Adobe Creative Cloud, InDesign, Photoshop, Illustrator, Google Slides, Keynote, Miro, Mailchimp, Slack, Trello, Asana, typography, brand systems

SELECTED PROJECTS

Nooma Wellness Center Client website design Mobile-first wellness website with clearer service paths, calmer content structure, and stronger booking flow.	Ivy Lane Aesthetics Client website redesign Client website redesign focused on service hierarchy, mobile usability, and polished brand presentation.
WornWell Closet App UX/UI mobile app case study Mobile app case study with research, personas, user flows, wireframes, high-fidelity UI, and prototype.	Clarity UX/UI mobile app case study Personal finance app case study with onboarding, dashboard flows, user journeys, and high-fidelity UI.

EXPERIENCE

Freelance UX/UI and Web Designer Amy Design Studio Mar 2025 to Present • Designed mobile-first websites for Nooma and Ivy Lane. • Improved service hierarchy and booking flow. • Built UX/UI case studies in Figma. • Created personas, user flows, wireframes, and prototypes. • Developed responsive layouts and client-ready assets.	Graphic Designer National Horseman Publishing Jan 2023 to Mar 2025 • Designed 24+ magazine issues annually. • Produced publications from 200 to 600+ pages. • Built layouts using typography, grids, and hierarchy. • Created print ads, digital graphics, and social content. • Maintained consistency with editors and sales teams.
Freelance Web and Brand Designer Self-employed Mar 2019 to Feb 2022 • Designed responsive websites and brand identities. • Created digital collateral for small businesses. • Built web layouts in WordPress, Wix, and Squarespace. • Structured pages for mobile and desktop use. • Designed email, marketing, and social assets.	Independent Designer, Digital Products & E-commerce Self-employed Mar 2015 to Mar 2019 • Created 1,200+ printable and custom designs. • Designed wedding, card, wall art, and paper goods. • Grew an online storefront to 15,000+ sales. • Improved product presentation and customer experience. • Produced, packaged, and shipped custom orders.

EDUCATION

Google UX Design Professional Certificate Coursera 2026
MFA, Graphic Design Academy of Art University Dec 2021
B.S., Retail Marketing & Management University of Wisconsin-Stout
MFA coursework: UX/UI, web design, typography, branding, editorial layout, and visual systems.

AWARDS

AWARD FOR DESIGN EXCELLENCE

Academy of Art University
Winter Show 2021