

Amy Brons

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PROFILE

An MSc in Design with Behaviour Science student at Imperial College London, with a strong passion for human-computer interaction. Skilled in problem-solving, stakeholder communications, and team collaboration. Passionate about leveraging cognitive science and behavioral insights in a research environment.

EDUCATION

MSc Design with Behaviour Science, Imperial College London 09/2025 | London, UK

- Relevant Courses: Transdisciplinary Research Methods, Design with Behaviour Science, Inferential and Causal Statistics, Responsible Engineering and Design Innovation, and Design Psychology.
- Clubs and societies: Fellwanderer's Society, WSET, Book Club, Design Engineering Society.

BA Computing, Queens University 06/2023 | Kingston, Canada

- Relevant courses include Creative Computing, Cognitive Science, Logic, and Entrepreneurial Thinking.
- Recipient of the Berkley Petroleum Corp. National Award.
- Clubs and societies: Women in Computing, Queens Television, and Canadian Conference for Women in Computing.

BDesign Visual Communication, Alberta University of the Arts 05/2019 | Calgary, Canada

- Relevant courses include Information Design, Communication Design, Public Design, and Web Design.
- Recipient of AUArts Travel and Exchange nomination, and Alexander Rutherford Scholarship.
- Semester exchange at the Massachusetts College of Art and Design in Boston, USA.

RELEVANT EXPERIENCE

Marketing Technology Intern, Neo Financial 03/2022 – 10/2022 | Calgary, Canada

- Developed communications via Iterable, creating 100s of push and in-app notifications.
- Led a workshop to teach various platforms to the larger Marketing Technology team. Workshop took place over 2 sessions, and involved walking through 3 different platforms. Developed an internal wiki for further team learning.
- Incorporated user profiles into UX design decisions, adhering to company Figma style guides.
- Created and managed content for the official company website, as well as brand partnership web pages.
- Collaborated with software developers, engineers, directors, and product owners in a fast-paced 'Unicorn' startup environment. Ensured daily direct communication with stakeholders to meet requests.
- Outside of work duties, completed a 4-month Full Stack Incubation program focusing on MERN stack.

Design and Administrative Assistant, Alberta Views Magazine 01/2020 – 01/2022 | Calgary, Canada

- Worked under an Art Director to design layouts, imagery and more. Contributed design to 18 magazines, as well as created cover designs for 3 issues. Used InDesign, Photoshop, and the Adobe Creative Suite to create print-ready files.
- Communicated with artists, gallery owners and others on behalf of the magazine.
- Updated and maintained valuable advertiser contacts, and subscriber contacts. Reached out to subscribers through a combination of cold calling, emailing, and mailing.

Creative Intern, Fidelity Investments 04/2018 – 09/2018 | Merrimack, USA

- Contributed to the Stock Plan Services business unit, responsible for all B2B products.
- Crafted all the graphics and animations for the Plan Sponsor Education program, which included creating over 200 icons, 100 video assets and 2 interactive exams. Created and designed 2 SharePoint websites.
- Collaborated with other interns analysing workflows. Presented the findings from this internal study to senior management, at the company's head office in Boston.
- Nominated for Fidelity's Intern of the Summer.

OTHER EXPERIENCE

Freelance Designer and Developer

05/2019 – 09/2024 | Calgary, Canada

- Created various visual materials for event promotion and social media usage. Crafted webpages for event promotion, alongside a team of 3 developers.
- Compiled user research, created user flows and wireframed for various projects.
- Developed visual branding for a start up. Iterated designs multiple times based on client feedback.
- Managed social media for a local restaurant, and developed promotional campaigns for various events.
- Communicated with a variety of clients, including a security company, a local restaurant, and a social start up.

Design Intern, Alberta Views Magazine

05/2019 – 10/2019 | Calgary, Canada

- Assisted the Art Director in magazine production. Designed many layouts and covers under the supervision and guidance of the Art Director.
- Designed a marketing campaign for Christmas, including magazine inserts, mail-outs, social media content, and online banner advertisements.
- Organized weekly meetings and semi-weekly standups for the magazine team.

Designer and Animator, Caritas College

02/2020 – 09/2020 | Calgary, Canada

- Designed and animated videos to accurately convey medical content to students of a diverse background.
- Followed college style guides and used company assets. Content for animation was content from the course curriculums.
- Researched effective educational materials, and utilized knowledge to develop video material.

VOLUNTEERING

Focus Film Festival, Executive Team Graphics Coordinator

10/2021 – 01/2023 | Kingston, Canada

- Organized and led the creative team for a festival.
- Designed creative content for promotional and festival use.

Queens Television, Executive Team Editor

10/2021 – 01/2023 | Kingston, Canada

- Edited video content for Queens University Television.
- Developed creative content for a campus mental health campaign.

FRIDGE Gallery, Gallery Attendant

09/2018 – 05/2019 | Calgary, Canada

- Communicated with artists and gallery attendants on behalf of the gallery.
- Assisted in art show assembly and disassembly.

Habitat for Humanity, Homebuilding Team Member

10/2018 – 10/2018 | Birmingham, USA

- Worked on a team to help build houses for homeless and underprivileged families in Alabama.
- Put up drywall, painted, laid flooring, and helped roofing. Additionally helped repair the roof on the Habitat for Humanity centre.
- Communicated effectively on a construction site to safely carry out tasks in a high pressure environment.

SKILLS

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| • Human Centred Design Thinking | • UX Design | • Agile Methodology | • Python |
| • Research Design | • Qualitative Research Methods | • Mixed-methods Research | • Quantitative Research Methods |
| • SEO | • Google Tag Manager | • Information Architecture Mapping | • MATLAB |
| • Generative AI Tools | | | |

REFERENCES AVAILABLE UPON REQUEST
