

Amy Horowitz

I combine a lawyer's acumen, a psychologist's curiosity, and an artist's visual aesthetic to create digital experiences that are immersive and impactful.

UX Experience

Hinge Dating App Redesign / July-Sept, 2024

<http://www.amyborowitzux.com/hinge>

- Conducted 5 user interviews & analyzed feedback with affinity map, persona, & HMW's to intuit the needs & frustrations of dating App users
- Rewrote questions on user profile screens to encourage users to create more engaging, memorable bios
- Innovated new AI chat suggestion feature to improve conversation quality between users, increase meetups & reduce ghosting rate
- Crafted mid/hi-fi wireframes to show functionality; Prototyped features

Pandora Music App Redesign / April-June, 2024

<http://www.amyborowitzux.com/pandora>

- Conducted 5 user interviews of music streamers to learn their needs, wishes, pain points; Analyzed data with affinity map, persona, HMW's
- Added thumbs up/down & singalong features to Play screens to increase user play options & improve influence over music suggestions
- Designed public playlist feature to allow users to follow others' playlists
- Drafted low/hi-fi wireframes with user-flows to show functionality
- Refined UX/UI function in prototype, based upon Usability Testing

Illinois.gov website Redesign / Jan-March, 2024

<http://www.amyborowitzux.com/illinois-gov>

- Performed heuristic analysis of government site to identify accessibility issues caused by poor navigation, weak visuals, & confusing copy
- Conducted card sorting research to inform better copy & content layout
- Drafted new sitemap with copy & content hierarchy to more effectively guide Illinois residents to government resources
- Designed low/hi fi wireframes to implement sitemap with new user-flows
- Finalized copy, components, & images in wireframes; refined in prototype

Legal Experience

Litigation Associate / Aug, 2018-Jan, 2023

Krieg, Keller, Roman, & Reiley, LLP

- Contributed to high-profile, IP & antitrust cases involving disputed technology by telecommunications & mobile app distributors
- Researched & argued briefs that defended the legality of clients' behavior, explaining the technology in simple, layperson terms
- Reviewed 100's of pages of deposition testimony & extracted key witness disclosures to build clients' defenses

<https://www.linkedin.com/in/amyborowitzux>

<http://www.amyborowitzux.com>

amybh21@gmail.com

Education

The UX Academy Certificate
DESIGNLAB, Dec, 2024

UX Writing Certificate
THE UX WRITING HUB, Oct, 2023

Juris Doctor
GEORGETOWN UNIVERSITY LAW
CENTER, Washington, D.C.
3.37 G.P.A., Dean's List
MEMBER: Georgetown Journal of Legal
Ethics

Bachelor of Arts, Philosophy
UNIVERSITY OF CALIFORNIA AT
BERKELEY, Berkeley, CA
3.6 G.P.A.

Publications

"Walking the Tightrope When
Advising Criminals," 15 Geo. J.
Legal Ethics 809

UX Skills

User Interviews
Affinity Mapping
User Journey Mapping
Heuristic Analyses
Card Sorting
Prototyping
Low to High-Fidelity Wireframes
Usability Testing

UX Tools

Figma, Sketch, Miro, Optimal
Workshop, Google Analytics,
LexisNexis, Westlaw, ChatGPT,
Figma AI