

EMILY IMKE

ASSOCIATE UX DIRECTOR

📍 Seattle, WA | emilyimke@gmail.com | emilyimke.com | [LinkedIn](#) | +1 937-726-3862

I believe that quality design is created within diverse teams where unique perspectives come together to form impactful solutions.

SKILLS

Figma | Adobe Suite | Google Workspace | UX Design | Visual Design | User Research | User Advocacy | Leadership & Coaching
Client Partnership | Business Acumen | Strategic Thinking | Problem-Solving | Growth Mindset | Adaptability | Photography

WORK EXPERIENCE

IBM, Associate UX Director

October 2017 - Present

- Defined best practices, project frameworks, and timelines to guide my team through the UX process
- Fostered a user-centric design culture by advocating for users, accessible experiences, and design principles
- Championed compelling user-centered experiences while balancing business needs and technical constraints
- Reviewed incoming support requests, delegated tasks, and led UX support for multiple workstreams
- Delivered "north star" prototypes and crafted future-state user journeys by translating user needs into insights
- Exceeded in all of IBM's three target areas: Client Success, Business Results, and Responsibility to Others measured by goal-tracking within IBM Checkpoint and capturing feedback from team members, by designing high-quality deliverables for 8 different industries, 15+ client-facing projects, and internal IBM solutions, and by mentoring, coaching, and leading 20+ designers

Resource/Ammirati [Acquired by IBM], Jr. Designer

May 2017 - October 2017 (6 months)

- Successfully launched social media campaigns for 3 global brands measured by user analytics, by strategizing and collaborating with cross-functional teams and stakeholders

Goodwill | Easter Seals, Design Intern & Volunteer

June 2016 - August 2016 (3 months)

- Delivered projects ahead of schedule and successfully eliminated the backlog of promotional assets needed by quickly ideating and efficiently managing my time

AWARDS & ACHIEVEMENTS

IBM Innovation & Delivery Excellence Award (IDEA)

Awarded by IBM, August 2021

US Public Market: "Project with Most Impact on Society and the World"

This award is for the work I contributed to the NYC - Department of Education's iPad Staging Services for Distance Learning Project.

2020 SAMMYS Product of the Year

Awarded by Business Intelligence Group, August 2020

Under the "Large Company" category, CANVAS was recognized for delivering marketing innovation across PepsiCo brands through data-informed marketing to improve campaign visibility, drive optimization, and deliver higher performance.

The Modern College of Design's Program Advisory Committee

Position: Board Member, March 2019 - March 2021

The Modern selects industry professionals to join their academic advisory committee to understand what the evolving expectations are for entry-level designers. Members offer ideas to improve their design program and provide feedback on the curriculum.

EDUCATION & CERTIFICATIONS

The Modern College of Design

Associate Degree in Applied Business

in Advertising Art, 2015-2017

IBM Accessibility Advocate | IBM Service Corps Alum | IBM Design Thinking Co-Creator | IBM Patterns Design Graduate