

# Hi! I'm Blythe.

I'm a product designer devoted to working through messy, undefined problems in order to constantly reinvent delightful consumer experiences.

## **AT THE DESK**

Adjunct Instructor

Duke University SPRING 2019

### **Sanford School of Public Policy**

I co-created and co-instruct a class introducing 20 MPP candidates to Human Centered Design. We pair groups of students with a local organization and guide them through a 14 week engagement to affect real change in the local Durham community.

Product Designer

ConsenSys OCT 2018 - Present

### **Meridio**

I champion user experience in an in a 20 person team bringing block-chain technology to the real-estate industry. I love being responsible for end to end product experience including low to high fidelity wire-framing, information architecture mapping, and UI animations.

Product Designer

IBM APR 2016- NOV 2017

### **The Weather Company**

I worked with product, development and content strategy to develop a cognitive home screen providing personalized, anticipatory weather insights to thousands of users at any given moment.

Finalist in the TAG (Technology association of Georgia) Awards for Story telling through Data Science

# Designer

IBM JUL 2014 - SEPT 2018

## IBM Digital

I worked to reduce friction in the IBM Digital Marketplace including discovery, purchase, and management.

## IBM Watson Life

I led efforts to visualize all aspects of the Watson News Angles app from wire-framing, to illustration and prototyping. Also led user testing efforts with sponsor users to steer our web app's direction and inform iterations.

## EDUCATION

### Bachelors of Graphic Design

North Carolina State University MAY 2014

Summa Cum Laude

## IN THE COMMUNITY

### Passion Projects: Panel Speaker

AIGA MAR 2018

Participated as a panel speaker at an AIGA meeting about fueling your creativity outside of your day-to-day profession.

### Visual Design: What is it?

IXDA Triangle JAN 2019

Created and gave a talk to equip non-designers with and understanding of the foundation and principles of visual design.

## PERSONAL TIME

### Painting & Hand Lettering

"A human coping through art"

@asliceofblythe

### Pancakes & Booze

Art show Oct 2017

### Spring Daze

Craft Festival April 2018

### The Market at Three Little Birds

Merchandise in store Summer 2018

### Martial Arts

#### Brazilian Jiu Jitsu

Second stripe in Brazilian Jiu Jitsu from Cary Brazilian Jiu Jitsu achieved Dec 2018!

#### Wado-Ryu Karate

Black belt in karate from Winter-past Dojo achieved in February 2015.