

Amanda Roe

Senior User Experience (UX) Designer

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Amanda-roe.com

Strategic Thinker: Drives innovative solutions and fosters design thinking.

User Advocate: Champions the voice of the customer in product development.

Skilled Collaborator: Proactively supports and empowers the team.

Empathic Leader: Provides positive guidance and inspiration to clients and coworkers.

Creative Catalyst: Excels in tackling holistic design challenges with a keen eye for detail and art direction.

PROFESSIONAL EXPERIENCE

Supply

Senior UX Designer

- Champions innovation by ideating, optimizing, and creating strategic, thoughtful, and user-centered experiences and solutions for clients.
- Manages all aspects of product development, from facilitating strategy and design workshops, research, wireframing, prototyping, final design, QA, design systems creation, and documentation.
- Leads a design team while actively participating in designing and building comprehensive 0 to 1 solutions.

Walmart (Supply Agency Partner)

Senior UX Designer / August 2023 - November 2023

- Collaborated with Walmart's internal Living Design team to transform their design system website from a static repository to a dynamic, centralized knowledge base for all design teams.
- Created and implemented a communication and visual design strategy that balanced visitor context and awareness with efficient access to design and implementation resources.

Grom Social (Supply Agency Partner)

Senior UX Designer / July 2022 - April 2023

- Conducted a comprehensive audit and complete redesign of their social network product, enhancing usability and enjoyment to boost engagement, improve retention, and attract new users.
- Revamped the art direction, refining the interface's look and feel and optimizing the content strategy.

Intel (Supply Agency Partner)

Senior UX Designer / July 2022 - November 2022

- Directed prototyping and testing of 4 innovative PC experiences within Intel's Client Compute Group, visualizing key use cases to explore new technology opportunity spaces.
- Led 2 user research projects, to evaluate concept resonance with twenty target customers and delivered comprehensive reports with concepts, rankings, insights, and opportunities based on findings.

Clearview Social (Supply Agency Partner)

Senior UX Designer / February 2022 - July 2022

- Performed a comprehensive UX/UI audit of the existing app, devising solutions to enhance site architecture, navigation, workflows, layouts, and content hierarchy.
- Led the overhaul of platform architecture and UX/UI, streamlining workflows and optimizing tools for A/B testing against the existing product to determine how current customers might receive improvements.

Bowflex (Supply Agency Partner)

Senior UX Designer / Jan 2022 - March 2022

- Conducted primary research to identify and prioritize opportunities, issues, and unmet customer needs using intelligent, data-driven digital “as a service” offerings.
- Developed an in-depth competitive analysis of JRNY, iFIT, Peloton, Apple Fitness+, obé., Mirror, and Tonal, delivering a comprehensive design review comparing JRNY to other fitness and related app experiences.

DAT (Supply Agency Partner)

Senior UX Designer / July 2021 - April 2022

- Completed a holistic audit of the current site, identifying UX/UI improvements that resulted in a 33% increase in customer acquisition and conversion.
- Championed a new brand look and feel, road mapping a content strategy and collaborating with the engineering team through development to create usable templates for over 11 key site pages across both mobile and desktop.

Sticky

UX/UI Design Lead / January 2015 - July 2021

- Delivered successful projects for clients including Intel, AT&T, Vive, and the Oregon Historical Society, encompassing custom mobile apps, 4 mobile games, 9 educational interactives, large presentations, environmental spaces, identity branding, advertising and marketing, video production, photoshoots, and tradeshow.

SKILLS

- Product & Service Strategy
- Design Thinking & Leadership
- User Experience (UX)
- User Interface Design (UI)
- Content Strategy
- Cross-functional Collaboration
- User Research
- Storytelling
- Figma, Sketch, Adobe Suite
- Generative AI
- Prototyping
- Design Systems
- Art Direction
- Information Architecture

EDUCATION

Portland State University

Bachelor of Arts in Graphic Design

Portland Community College

Associate of Arts and Associate of Science Degree