



# AMANDA THOMAS

UI/UX Product Design | Strategy | Leadership

 amandadesigns.me

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## EXPERIENCE

### Product Design Consultant

Motivf | Jul 2022 — Present

I employ empathetic and intuitive design solutions to identify problems, improve outcomes, and establish performance metrics for government and commercial clients' large-scale digital products.

### Senior UX/Product Designer

ZenHub | Feb – Jun 2022

I designed solutions for this B2B SaaS startup (the leading project management platform built for teams using GitHub). I was engaged in the full product lifecycle that included user research, usability testing, rapid ideation, prototyping, and product innovation. This agile environment allowed me to work crossfunctionally with Product, Engineering, Data Science, and Customer Success in order to design data-driven tools for our users.

### UI/UX Designer & Engineer

Esri | Apr 2019 - Feb 2022

As one of the few end-to-end designers on this agile R&D team, I was able to: design complex interfaces with an enterprise design system; conduct qualitative and quantitative research; contribute to front-end code; and strategize our product roadmap towards elegant, achievable solutions for our data-oriented customers and their end users. The challenge of scaling and maintaining this complex, B2B SaaS product with a wide variety of users fortified me to embrace ambiguous (and occasionally scary) projects.

### Director & Producer

SKDKnickerbocker | Nov 2017 - Nov 2018

The demands of political media production shaped me into an adaptive self starter. In this role I oversaw the production and design of 200+ media ads. I edited video, graphics, complex 3D animations and maintained consistent, appealing visual designs (typography, color composition, visual hierarchy) for every ad.

### Director & Producer

FP1 Strategies | Apr 2015 - Nov 2017

At this fast-paced ad agency, I led a team of 10 and streamlined the production and design of 700+ media ads for multiple platforms (broadcast television, radio, YouTube and Instagram). I consistently met the firm's goals, producing ads for 40+ campaign races in the 2016 cycle.

## SKILLS

### UI Design

Figma / Adobe Creative Cloud / Sketch / InVision / Style Guides / Design Systems / HTML & CSS

### UX Documentation

Wireframes / Animated Prototypes / User Flows / Journey Maps / Information Architecture Site Maps / UX Audits / Personas / Empathy Maps

### Data Analytics

Google Analytics / Fullstory / Competitive Analysis / Market Research / ProductBoard / Mixpanel

### Management

Jira / Asana / Notion / Miro

### User & Usability Testing

Surveys / User Interviews / Affinity Mapping / Contextual Inquiries / UserTesting / UsabilityHub / Dovetail / MailChimp

## EDUCATION

### Registered Scrum Master

Scrum.Inc 2022

### B.S. TV Video Production

SUNY Plattsburgh

### General Assembly

UX Design Immersive  
400+ hr UX training course