

# Amanda Fletcher, M.A.

Austin, TX 78704 | (310) 951-9543 | savvybydesign00@gmail.com

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## PRODUCT & BRAND EXPERIENCE | USER-CENTERED DESIGN | DESIGN SYSTEMS

UX/UI Designer and creative problem-solver with 10+ years of experience at the intersection of education, technology, design, and marketing experiences. I specialize in applying design thinking to transform complex problems into intuitive digital experiences through research, information architecture, and iterative design. With a strong sense of user empathy and a holistic, business-minded approach, I design solutions that balance user needs, brand clarity, and practical limitations. My background enables me to bridge user insights, business goals, and technical requirements. Known for clear communication and cross-functional collaboration, I lead projects from discovery through delivery—facilitating workshops, synthesizing research insights, and designing wireframes, prototypes, and scalable UI systems that improve usability, clarity, and engagement across digital products.

**“Amanda is incredible! She’s become part of our team—she’s always there with great ideas, enthusiasm, and genuine willingness to help in any way she can.”** - Mike Peloquin, Sales Director, EX Squared

## CORE UX & DESIGN SKILLS

**UX & Product Design:** User Research · Persona Development · Journey Mapping · Information Architecture · User Flows · Wireframing · Prototyping · Interaction Design · Design Systems · Accessibility & Usability Principles

**Visual & Brand Execution:** UI Systems · Typography · Responsive Web Design · Data Visualization · Brand Systems · Marketing & E-commerce UX

**Collaboration & Strategy:** Cross-Functional Collaboration · Stakeholder Communication · Iterative, Feedback-Driven Design · System Adoption & Tool Enablement · Design Documentation

**AI & Emerging Tools:** AI-Enhanced Design & Research Support · Rapid Ideation & Visualization · Workflow Optimization

## TOOLS & PLATFORMS

**Design & UX:** Figma · Miro · Adobe CS · Canva · Galileo AI

**Web Platforms:** Shopify · Wix · WordPress · Squarespace

**Analytics & Marketing:** Google Analytics · HubSpot · Klaviyo · Attention Insight · MailChimp · SurfSEO · Neurons

**Research:** Zapier · Synthetic Users · Dovetail

**PM & Collaboration:** Asana · Trello · Google Workspace · Teams · Zenhub · Github · Salesforce

**AI Tools:** ChatGPT · Midjourney · Runway · DALL-E · Gemini · FigmaMake · Zapier · Synthetic Users · Stark · Galileo AI

**Other Skills:** Parallel Parking · Rock/Paper/Scissors · Rummikub · Puzzles · Mural Painting

## EXPERIENCE

### Savvy by Design – Founder | Chief Creative Officer

Remote | Jan 2019 – Present

- Design end-to-end digital experiences across web, e-commerce, and branded platforms, balancing user needs, usability, and business goals
- Conduct discovery, research synthesis, and UX planning to translate insights into clear structure, flows, and interfaces
- Create wireframes, prototypes, and high-fidelity UI for responsive web and e-commerce experiences
- Design systemized brand and UI systems across websites, campaigns, and product touchpoints
- Leverage AI-informed workflows to support research, ideation, and efficient design execution
- Collaborate cross-functionally with developers, marketers, and stakeholders to deliver iterative solutions
- Advise teams on tool adoption, UX best practices, and workflow optimization to support scalable design systems

### EX Squared – Brand & Marketing Designer (Contract)

Remote | Sept 2021 – Oct 2023

- Designed and developed three customer-facing websites and a company blog in HubSpot, creating flexible UX frameworks and visual systems that improved information architecture, usability, and brand consistency across digital platforms
- Led the migration of multiple websites from HubSpot to WordPress following a leadership transition, ensuring continuity of UX, design integrity, and marketing integrations

- Implemented HubSpot CMS and marketing integrations, enabling CRM tracking, email automation, and performance analytics across the web ecosystem
- Built brand guidelines, modular UI templates, and internal design systems to support consistency and usability across teams
- Collaborated with product, marketing, and sales teams to create B2B presentations, proposals, and data-driven visual assets while managing project workflows and cross-team coordination in Asana
- Served as the face of a new sales and marketing strategy, recording video content for targeted email campaigns that increased engagement

### **Jefferson ESD + Austin ISD – Elementary & Middle School Teacher | Tech Integration Specialist**

CA + TX | Aug 2015 – June 2021

- Piloted Second Language Learning Program for 3rd-5th Grade followed by training teachers in execution
- Mastered classroom management and a nearly student-run classroom with use of Blackbaud's CMS and LMS edtech
- Led professional development for 100+ educators in digital tools and instructional technology
- Facilitated coding club and after-school tutoring programs, integrating social-emotional learning and technology
- Selected for classroom observations, parent recruitment walkthroughs, and modeling lessons integrating technology
- Implemented near-paperless curriculum, introducing digital platforms to 200+ students

## **EDUCATION**

### **Santa Clara University, CA**

M.A. in Education, CA + TX Teaching Credentials (K-12)

ESL + Educational Technology Instruction Certified

B.A. in Studio Art, Graphic Design • Minor: Art History

## **CERTIFICATIONS**

Google Digital Marketing Certificate

Udemy Shopify Certificate

IBM UI/UX Designer Professional Certificate

IBM UI/UX Research and Information Architecture Certificate

## **SELECTED PROJECTS**

### **Andie Sobrato | Brand Design & Strategy**

Built scalable brand system for Bay Area styling agency, including modular logos, templates, and 40-page guidelines. Guided strategic positioning using research and insights, increasing industry visibility with features in **InStyle**, **Bustle**, and **Yahoo**.

### **Premiere Event Agency | Custom Rebrand & Website**

Repositioned brand identity and UX through market research, interviews, usability testing, heatmaps, and Dovetail insights. Built growth-minded, responsive templates with interactive elements, driving a 48% increase in site sessions, 11–17% MoM traffic growth, and sustained user engagement.

### **Noble Venture | E-Commerce UX & Growth Optimization**

Redesigned Shopify storefront and lifecycle marketing flows to improve usability and conversion performance (bounce rate ↓12%, cart conversion ↑6%). Implemented Odoo CRM workflows aligning sales, inventory, and project management systems.

### **WatchPulse™ | Data & UX Platform Independent Concept**

Conceptualized streaming analytics platform to explore how users interact with digital content and media experiences. Led end-to-end UX strategy—research synthesis, personas, feature mapping, wireframes, interaction flows, and hi-fid prototypes — translating complex behavioral data into actionable insights. Developed a system-focused UX framework prioritizing clarity, usability, and informed decision-making, leveraging AI-assisted research tools to inform design and future-growth decisions.

### **WanderWise | UX Research & IA Redesign**

Redesigned the IA of a fictional travel planning app experiencing onboarding drop-off and navigation friction. Conducted research and leveraged Neurons and Attention Insight to analyze visual attention and hierarchy, ensuring critical actions and content were prioritized. The resulting IA and layout improvements increased clarity, reduced friction, and supported more efficient, non-linear trip planning. (CTR +6%)

### **eBook World | Responsive UX/UI Case Study Concept**

End-to-end UX design for a public library app. Created wireframes, UI prototypes, and scalable components. Applied accessibility standards (WCAG) and usability heuristics to improve content discovery and CTA engagement (+19% in testing simulations).

### **ArtisanCrafts | Responsive E-Commerce UX Capstone**

Led end-to-end UX/UI design for a fictional handmade goods brand moving from pop-ups to a scalable digital storefront. Defined user needs and business goals through research, competitive analysis, and persona development, then designed four core responsive screens focused on artisan storytelling, trust-building, and seamless checkout. Used research and validation tools including Synthetic Users, Attention Insight, and Stark to inform personas, accessibility, visual hierarchy, and usability decisions. Delivered hi-fid prototypes, a modular design system, and a developer-ready Figma handoff, balancing authentic storytelling with usability and real-world constraints. (81% ToT)