

i'm amanda haydel,

a **senior product designer** who specializes in simplifying complex products and turning research and business problems into measurable product outcomes

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www.likeahboss.com

education

bfa in advertising design

The Art Institute of Fort Worth

2011 - 2014

core expertise

Product Strategy • Product Design

• UX Research • User-Centered Design

• Interaction Design • Design Systems

• Design Thinking • Prototyping

• Usability Testing • Experimentation & A/B Testing • Information Architecture

• Data Visualization • Accessibility

• Visual Design • Cross-Functional Leadership • Stakeholder Management

• Mentorship

skills

- Cross-Functional Collaboration

• Communication

• Leadership and Mentorship

• Problem-Solving

• Adaptability

• Learning Agility

• Leading with Empathy

about me

Senior Product Designer with 10+ years of experience designing and scaling digital products across SaaS, healthcare, fintech, e-commerce, B2B, and B2C. Skilled at transforming complex, ambiguous problems into intuitive, accessible experiences that balance user needs with business goals.

Experienced in leading end-to-end product design—from research, discovery, and journey mapping through interaction design, prototyping, visual design, experimentation, and delivery. Trusted partner to product, engineering, research, and business leaders, with a track record of influencing product direction, building scalable design systems, improving customer experiences, and delivering measurable outcomes.

work experience

contract senior product designer | **Aetna** june 2025 - sept 2026

- Led end-to-end product design initiatives for the Medicare digital experience, translating complex member needs, business requirements, and regulatory considerations into intuitive, accessible, scalable experiences across web and mobile.

• Partnered with product, engineering, research, and business stakeholders from discovery through delivery to identify opportunities, define user flows, and shape product direction.

• Conducted and leveraged user research, interviews, and usability testing to identify pain points and inform design strategy and solutions.

• Transformed complex Medicare processes and information into clear, user-centered experiences through journey mapping, interaction design, prototyping, visual design, and data visualization.

• Influenced product decisions by synthesizing research insights and presenting design recommendations to cross-functional stakeholders and leadership.

• Leveraged and contributed to enterprise design systems, UI guidelines, and brand standards to create consistent and scalable experiences across platforms.

• Developed low- and high-fidelity designs and prototypes while maintaining a strong focus on accessibility, usability, visual hierarchy, and interaction quality.

senior product designer | **FieldRoutes, A ServiceTitan Company** march 2021 - sept 2024

- Led product design strategy for FieldRoutes Payments, navigating complex problem spaces and translating business objectives into clear, user-centered product experiences.

• Led the development of a scalable design system, establishing HTML, CSS, and JavaScript standards that improved consistency and supported a more efficient product development process.

• Designed and optimized A/B tests for a B2C native mobile application, contributing to a 16% increase in user engagement through research-informed, data-driven design decisions.

• Designed experiments and optimized conversion flows for routing, scheduling, and property-estimation tools, contributing to a 34% increase in customer acquisition.

• Influenced stakeholders and business leaders through clear design rationale, strategic storytelling, and high-fidelity prototypes.

• Introduced more efficient design processes and best practices to improve design quality and team effectiveness.

• Collaborated with product managers, engineers, and stakeholders to define product goals, user flows, and interactions across multiple platforms.

• Mentored junior designers, supporting their growth while strengthening team collaboration, consistency, and design quality.

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other

- SaaS
- eCommerce
- B2B
- B2C
- O-1 Evolutions
- iOS, Android & Native Apps

work **experience continued**

ux lead | **ABC Fitness** jan 2020 – march 2021

- Led UX strategy for strategic product initiatives, using qualitative and quantitative research to identify user needs and translate insights into data-driven product solutions.
- Directed design strategy for a major product feature that resulted in a 20% increase in customer onboarding efficiency.
- Led the design of a new e-commerce capability that resulted in a 14% increase in user conversion through high-fidelity prototyping and close partnership with product and engineering.
- Established interaction guidelines, component libraries, wireframes, screen flows, and prototypes with a strong focus on usability and ADA compliance.
- Influenced product direction by partnering with cross-functional teams and aligning stakeholders around user needs, business priorities, and design strategy.
- Used journey mapping, personas, MoSCoW prioritization, and design-thinking methods to frame complex product problems and define solutions.

contracted senior ux/ui designer | **Thomson Reuters** sept 2019 – dec 2019

- Drove visual design direction for next-generation digital products.
- Helped establish design standards, pattern libraries, and guidelines in partnership with front-end engineering and accessibility teams.
- Improved consistency of components and workflows across products through scalable design practices.

ux/ui designer | **HCL Technologies, D&A** july 2018 – sept 2019

- Led user-centered design across web and mobile experiences, partnering with product managers, developers, and stakeholders to define goals, workflows, and interactions.
- Led design for a user-centered mobile application that increased customer satisfaction by 14% and improved the bank-linking experience.
- Conducted research and developed design strategy for a healthcare platform, contributing to a 20% increase in user engagement and satisfaction across web and mobile.
- Created clickable prototypes and high-fidelity visual designs for product demonstrations and RFP development.
- Mentored junior designers and contributed to improving team design practices and quality.