i'm amanda haydel,
a **senior product designer** transforming complex challenges into elegant, user-centric solutions.

contact

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education

bfa in advertising design
The Art Institute of Fort Worth

2011 – 2014

expertise

- Design Strategy
- User Research and Testing
- Product Design
- Human Centered Design
- Design Systems and Standards
- Advanced Prototyping
- Design Systems and their evolution

skills

- Cross-Functional Collaboration
- Communication
- Leadership and Mentorship
- Problem-Solving
- Adaptability
- Learning Agility
- Leading with Empathy

about me

Highly skilled, authentic and motivated **Senior Product Designer** with **over 8 years** of experience in creating innovative, user-centered design solutions for diverse industries. Adept at **leading design projects from conception through execution**, leveraging a deep understanding of UX principles and interface design to deliver exceptional digital products. Proven track record in collaborating with cross-functional teams to define design goals, user flows, and interactions that drive engagement and achieve business objectives.

work experience

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

- Initiated and led the development of a design system, incorporating HTML, CSS and Javascript standard to ensure design consistency and accelerate the product development process
- Led the design of A/B tests to optimize user conversion rates for an innovative take on a routing and scheduling and property estimation tool, resulting in a 34% increase in customer acquisition by leveraging Miro for white-boarding sessions and Figma for rapid prototyping and iteration
- Collaborated with cross-functional teams, including product managers, developers, and stakeholders, to define design goals, user flows, and interactions that drive engagement and achieve business objectives
- Actively followed up on design results, regularly reviewed and evaluated, and continuously improved design efficiency and quality across all platforms
- Mentored junior designers, fostering their growth and contributing to the overall improvement of the design team's skill set, collaboration and productivity
- Led the design visions and strategy for FieldRoutes Payments
- Influence stakeholders and business leaders with clear rationale and strong visual and verbal storytelling
- Proposed and implemented more efficient design processes and best practices
- Navigated and designed for ambiguous, complex problem spaces

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

- Gathered and utilized qualitative and quantitative data to understand user needs and craft innovative, data-driven design solutions
- Contributed design expertise to large-scale strategic projects, influencing product direction
- Built alliances and helped teams work through differences to deliver with intention
- Created interaction guidelines (through design systems, component libraries, wireframes, screen flows, and prototypes) with a deep focus on usability and ADA compliance
- Directed the design strategy for a major feature, resulting in a 20% increase in customer onboarding efficiency
- Utilized skill sets to develop new designs within pre-existing visual systems and design languages while being at the forefront of defining new design patterns
- Led the design of a new e-commerce feature, resulting in a 14% increase in user conversion by creating high-fidelity prototypes and collaborating closely with product and engineering teams.
- Captured MoSCoW and similar design thinking exercises, journey mapping and personas

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

- Drove and inspired the visual design for the next generation of products
- Helped lead the development of design standards, pattern libraries and guidelines while working closely with the front-end engineers and accessibility teams to ensure consistency of components and workflows across all products

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other

- SaaS
- eCommerce
- B2B
- B2C
- 0–1 Evolutions
- iOS, Android & Native Apps

work **experience**

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

- Led design for a user-centric mobile app design that increased customer satisfaction by 14% and improved the bank linking experience
- Conducted user research and led the design strategy for a healthcare platform, resulting in a 20% increase in user engagement and satisfaction on both web and mobile devices
- Executed design research and design thinking skills for both internal and external projects
- Created clickable prototypes and high-fidelity visual mockups for demonstrations and RFP development

lead email designer/developer & product designer | Active Network sept 2015 – july 2018

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