

Amanda Ferguson

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SUMMARY

Highly skilled and adaptable professional with a proven ability to excel in both design and development roles. Experienced in spearheading projects, improving collaboration between teams, and driving innovation. Recognized for fostering a positive work environment promoting a culture of inclusivity and for my ability to function as a bridge of communication between development and design teams. Additionally, I bring a background in strategic marketing, leveraging insights to inform design and development decisions and drive project success.

EXPERIENCE

Software Engineer Measurabl INC

October 2021 – January 2024, San Diego, CA

- Spearheaded the development of the MSR Design System, assuming the role of project lead and Subject Matter Expert (SME). Led cross-functional teams in creating and implementing a comprehensive component library for React and Angular frameworks. Utilized Storybook and ensured adherence to Web Content Accessibility Guidelines (WCAG), resulting in enhanced development efficiency and improved developer experience across multiple teams.
- Modernized a large-scale Software as a Service (SaaS) application to Angular, facilitating accelerated development cycles and enhancing scalability for all development teams within the organization.
- Contributed to the creation of a unified login interface to enhance user experience across products. Collaborated with cross-functional teams on frontend enhancements using React and backend authorization with Nest.js. Aimed to streamline interaction and bolster brand loyalty by delivering consistent authentication processes.
- Acted as President of the Neurodiversity Employee Resource Group (ERG), dedicated to destigmatizing neurodiversity and empowering neurodiverse individuals in the technology sector.
- Played a key role in the onboarding committee, driving initiatives to refine and optimize the onboarding process for new hires, resulting in reduced ramp-up time.
- Collaborated on the Design System committee, leveraging insights from established design systems in other organizations to inform planning and project management strategies for the MSR Design System.

Front-End Web/Graphic Design Consultant Grove 9

April 2021 – February 2022, Wichita, KS

- Conducted frontend web development using WordPress, HTML and SCSS. Developed wireframes, mockups, and full site builds to meet client specifications.
- Designed engaging social media animations, podcast graphics, and branding materials to align with client branding guidelines and objectives.
- Redesigned and deployed responsive user interfaces for over 15 client websites, improving navigation and usability which led to an average 30% increase in user engagement metrics.

Art Director Wichita State University Foundation

September 2018 – May 2021, Wichita, KS

- Led a team of 8 in overseeing the re-branding initiative and creation of all new brand standards, ensuring alignment with organizational goals and values.
- Provided art direction for the Donor Engagement team, ensuring the maintenance of brand standards and the enhancement of visual quality.
- Implemented strategic design approaches that consistently increased the return on investment (ROI) of appeals by over 50%.
- Introduced workflow improvements through the implementation of creative briefs, project debriefs, and an annual production calendar.

Digital Editing Adjunct Faculty WSU TECH

December 2019 – April 2021, Wichita, KS

- Spearheaded the development and enhancement of curriculum for expanding degree tracks within the program, ensuring alignment with industry trends and student needs.

- Played a pivotal role on the accessibility task force, successfully implementing an accessible distance learning curriculum in response to COVID-19 restrictions on in-person learning, thereby ensuring equitable access to education leading to a 30% increase in student participation in online courses.
- Designed and implemented an innovative Digital Editing curriculum within an experiential learning environment, encompassing comprehensive instruction in Adobe Creative Suite, frontend development, UX/UI principles, and introductory HTML/CSS, effectively preparing students for contemporary digital media practices and resulting in a 40% improvement in student proficiency.

EDUCATION

Full Stack Developer Certificate

LEARN Academy • San Diego, CA • 2021

- Awarded Diversity in Tech scholarship

Bachelor of Arts in Integrated Marketing and Communications

Wichita State University, Wichita • Wichita, KS • 2012

SKILLS

React, Angular, Ruby / Rails, HTML/CSS/JS, Nest.js, TDD, RESTful, Adobe Creative Suite, WCAG Compliance, ERG Leadership, Project Management, Branding, Copywriting, Strategic Marketing, Curriculum Design, Animation, Social Media Marketing, Graphic Design