

Product & UX Design

Amanda Edling

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EXPERIENCE

Senior UX Designer eComm

Dicks Sporting Goods (Feb 2020 - Present)

Recently built two new brands including leading the kickoff UX design effort for the Public Lands brand, Fall 2021. I currently support two product teams Search and Browse and Athlete Engagement, over 20 engineers and oversee top of the funnel eComm design interns.

Senior UX Designer and Web Engineer

Arrow Electronics (Oct 2018 - Feb 2020)

By leveraging user research, testing, best practices and site auditing, I worked to reduce design debt and improve customer interactions, **WCAG** compliance and customer conversion. I also supported the eComm site product team for customer accounts, cart and checkout.

UX Design Consultant

Freelance consultant (May 2016 - Oct 2018)

Customers: bitovi.com, homerenergy.com, ceremetrix.io, rfprepared.com, niteolighting.com.

I tested, created and iterated designs and also did frontend development in Angular and React.

Co-Founder and CEO

Emrys Inc (May 2016 - Dec 2017)

Co-founder of Emrys Inc a data science platform.

https://www.youtube.com/watch?v=uhl_NBhT0M8

Agency Partner & Design Lead

Archethought LLC (Mar 2011 - May 2016)

SKILLS

Design: Design Systems • Wireframes and mockups • Proficient in Adobe Creative Suite • Branding guides • Motion graphics • User flows • Concept sketches • Sketch • Figma • Invision & Studio

Prototyping: Fast wireframe prototypes • Simple HTML|CSS|JS sites • Angular

Research|Testing: ADA Compliance documentation and testing • User testing • Persona Hypothesis • User Journeys • User Interviews (Moderated & Unmoderated) • Brainstorming Sessions • Data Synthesis

Leadership: Mentoring • Team Building • Design Critiques • Agile • Jira • Scrum • Kanban • Working hand and hand with dev teams • Issues and bug tracking • Coordinating closely with PM and Stakeholders • Design Thinking

EDUCATION

• Art Institute of Colorado, Bachelor of Media Arts & Animation, 2005 - 2008

• CU Boulder, Bachelor of Arts, English, 1999 - 2004

• CU Boulder, Bachelor of Fine Art, 1999 - 2004

SITES & PORTFOLIO

dicksportinggoods.com (Navigation, PLPs)

publiclands.com

digitalmuch.com

dribbble.com/themyshkin