

## Summary

Product designer bringing together a visual arts background and project management skills to create intuitive, user-centered experiences.

## Skillset

UX/UI design  
Project management  
Strategic planning  
User research

## Education

2017 UX/UI & Front-End Development  
Apprenticeship  
2008 MA, Arts Management  
2006 BA, Studio Art

## Experience

**Senior Product Designer** Sept 2020 – Present  
**Product Designer** April 2018 – Sept 2020  
**CircleCI, San Francisco, CA**  
Currently designing for security, growth, and internal tools teams. Shipped 59 growth experiments in FY2022, 27 of which stayed in code as a success for a projected additional \$1.6M in revenue. Lead design strategy and user research to increase conversions of qualified organizations to engaged organizations.

Previously led design strategy for pricing and server teams. Projects included notifications, usage data, and design systems.

**Design Intern** Jan 2018 – April 2018  
**Bloc, San Francisco, CA**  
Designed and developed Bloc's first web page showcasing alumni portfolios. Created responsive mockups and animations for handoff to engineering.

**Event Manager and Visual Design** June 2012 – April 2018  
**Sustainable Conservation, San Francisco, CA**

## Projects

**CircleCI | Product design** [slide deck](#)  
My recent work has been iterating on growth experiments. Previously, I focused on a new usage-based, self-serve pricing UI.

**Bloc | Visual design & front-end development** [bloc.design](#)  
Designed and developed responsive web pages to showcase Bloc alumni portfolios.

**Museum Map | Visual design & UX** [amandadyson.com/museummap](https://amandadyson.com/museummap)  
Prototype for a web app that helps museum-goers discover exhibitions in any city.