

Amber Aultman

UX Design Leader, Maker,
and Mentor

Community.

President, Board of Directors

ALGA Jacksonville
Jul 2017 – Feb 2018

UX/UI Mentor

Bloc, Inc.
Jan 2016 – Feb 2018

Vice President, Board of Directors

ALGA Jacksonville
Jun 2015 – Jul 2017

Education.

Fiber Design

Savannah College of Art & Design
2004 – 2007

Bachelor of Science, Psychology

University of Florida
1999 – 2003

Disciplines.

- + UX Strategy & Design
- + Creative Direction
- + Art Direction
- + Interaction Design
- + Rapid Prototyping
- + User Research & Testing
- + Design Facilitation
- + Writing
- + Public Speaking
- + Front-End Development

Experience.

Head of Design — Tuft & Needle / Jan 2018 - Present

- + Led strategy and creative direction for all UX, visual design, and multimedia projects, while collaborating closely with marketing, engineering, and copywriting teams to define priorities.
- + Managed a team of 10 UX designers, visual designers, and multimedia specialists and established cross-department work processes to increase collaboration, efficiency, and feedback.
- + Oversaw a conversion rate optimization project that increased our dotcom revenue by \$91M annually.
- + Led a brand refresh project that contributed to a 247% increase in impressions, a 380% increase in engagement, and a 289% increase in link clicks across all social media channels.
- + Overhauled creative strategy for promotional campaigns to allow for more brand-building opportunities, leading to an average of 5.41% increase in daily dotcom revenue per campaign.
- + Implemented a website benchmarking process and quarterly in-person ethnographic research sessions.

UX Designer — Tuft & Needle / Feb 2016 - Dec 2017

- + Led UX and visual design for numerous customer-facing ecommerce and back-end application projects.
- + Built prototypes and conducted user testing to gain insights and inform projects.
- + Conducted user research to create personas and identify customer pain points.
- + Facilitated several design-thinking ideations to build empathy for users, collaborate cross-functionally, and create stronger project outcomes.

Product Designer — Ignite by Adecco / Oct 2012 - Feb 2016

- + Designed and helped code and launch three staffing-related applications/brands.
- + Helped facilitate 15+ design thinking workshops both internally and externally.
- + Helped launch the business, including helping to grow the design team, designing the initial branding, creating design and user research processes, designing the office, and helping with recruiting and hiring.

Product Manager — Ignite by Adecco / Dec 2012 - Mar 2013

- + Collaborated with Hyper Island to create the initial app idea and branding.
- + Refined the app's UX and visual design based on user feedback.
- + Managed a development team to launch the application in four months
- + Collected and assessed user feedback to plan the next iterations for the app.

Web & Graphic Designer — Void Media / Jul 2012 - Oct 2012

Web Designer — Florida IT / Feb 2011 - Feb 2012

Web Designer — Station Four / Jul 2010 - Feb 2011

Owner/Designer — Copal Design / Jun 2007 - Present