

Amelia Peacock

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User experience design leader with a passion for building delightful, inclusive products. 6+ years of experience shipping 0 to 1 products, B2C products, B2B products, redesigns, and internal tools. Excels at leading fast-paced, ambiguous, cross-functional teams towards user-centered, data-driven solutions.

WORK EXPERIENCE

MORNING CONSULT, Lead Product Designer

Aug 2022 - Jan 2024

- Led a product portfolio consisting of 3 scrum teams, 4 product managers, 2 designers, 30+ engineers, and over 3 million dollars in product-related revenue
- Developed a UX strategy resulting in 57% month-over-month product growth by aligning ambiguous user problems with OKRs and ensuring team roadmaps are user-centered and data-driven
- Reduced servicing costs by 25% and increased user efficiency by 77% following the release, iteration, and optimization of internal tools product suite
- Established long-term, company-wide product vision using industry best practices (intuitive user flow visualizations, detailed prototypes) leading to a 2X investment in related product areas
- Managed the career development, task assignment, and leadership growth of 2 junior designers on a growing UX team

MORNING CONSULT, Senior Product Designer

Mar 2021 - Aug 2022

- Designed and shipped a 0 to 1 product in collaboration with 3 product managers and 20 developers in less than 6 months, requiring strong time management and prioritization skills
- Conducted 50+ discovery interviews and 9 dedicated UX research projects to identify user behaviors, pain points, and technical limitations to establish 100% user-driven product roadmaps
- Collaborated with a cross-functional team to redesign the consumer-facing accounts system, integrating a user-centric information architecture, and resulting in a 62% faster account creation
- Led the UX of 3 fast-paced products simultaneously while prioritizing design system fidelity, seamless user flows, and intuitive information structures

CAPTERRA (GARTNER), UX/UI Designer

May 2017 - Mar 2021

- Designed, documented, and shipped Capterra's first design system with 40+ components and 500+ tokens leading to a 10% decrease in page speed
- Optimized and iterated on existing designs resulting in a 15% increase in conversion rates, an 8% decrease in bounce rates, and a 9% increase in user success
- Partnered closely with engineers to develop comprehensive documentation and guidelines, enabling the team to ship a minimum of 3 user-facing feature enhancements per sprint

CLUTCH, Content Writer & Marketer

Jul 2016 - Apr 2017

- Revised, implemented, and taught new style guide for all published content (data visualizations, promotional graphics, badges)
- Wrote and promoted research pieces, blog posts, and social media posts for online audiences of 40k+

EDUCATION

UNIVERSITY OF VIRGINIA, Bachelor of Arts

- Media Studies, Gender Studies, GPA: 3.7, Dean's List, Order of the Orange Stole

SKILLS

Prototyping • User Journey Mapping • UX Research • Discovery Research • A/B Testing • Agile • Scrum • HTML • CSS • Figma • Sketch • Adobe Creative Suite • Amplitude • Hotjar • Jira • Google Analytics