

Amelia Peacock

A product designer and developer with a specialization in design systems.

EXPERIENCE

UI Designer, Gartner — *Washington D.C.*

JUNE 2018 - PRESENT

Design and maintain Capterra's first design system:

- Identify, design, and document 40+ components and 500+ tokens
- Perform unmoderated, moderated, and AB testing on component designs to optimize usability and conversions
- Deliver comprehensive component spec guides and governance documentation to frontend developers
- Onboard new designers to the system (internal and external)
- Advocate for the system to stakeholders to secure resources for its development and maintenance

Partner with product managers to redesign major templates to improve UX as well as conversion rates (+15%) and bounce rates (-8%)

Develop frontend interfaces that are fully responsive and accessible using HTML, CSS, Ruby, and Javascript

Produce interactive, high-fidelity prototypes with tools like Figma, Axure, and Adobe XD for UX testing and stakeholder presentations

Write thorough spec documentation with an eye towards spacing, component usage, interaction design, and responsiveness

Run monthly unmoderated usability tests on existing and proposed designs both to validate UI changes, and to discover new UX challenges

Design Specialist, Gartner — *Washington D.C.*

JULY 2017 - JUNE 2018

Designed an average of 11 landing pages per month optimized for desktop and mobile conversions

Conducted rolling A/B tests to maximize long-term conversion rates for each client account and landing page

Content Developer & Marketer, Clutch — *Washington D.C.*

JULY 2016 - APRIL 2017

Created data visualizations and promotional graphics for research articles

Revised, implemented, and taught new style guide for all graphic content published on the blog

Wrote, published, and promoted research pieces, blog posts, and social media posts for online audiences of 40k+

2112 New Hampshire Ave NW
#815, Washington D.C.
(512) 538- 5164
ameliampeacock@gmail.com
www.ameliapeacock.com

SKILLS

Wireframing & Mockups

Prototyping

Design Systems

HTML & CSS

Agile/Scrum

Adobe Creative Suite

Figma

Sketch

Axure

Heat Mapping

Unmoderated Testing

A/B Testing

Accessibility Testing

User Stories

Journey Mapping

EDUCATION

HTML, CSS & Web Design General Assembly

APRIL 2017 - JUNE 2017

10-week coding and design
boot camp

Bachelor of Arts University of Virginia

AUGUST 2013 - MAY 2016

Double major in Media
Studies and Women, Gender,
Sexuality Studies

Overall GPA: 3.65

Major GPA: 3.9