

# Amelia Peacock

A UX designer with a passion for building delightfully usable products.

## EXPERIENCE

### Senior Product Designer, Morning Consult — Washington D.C.

MARCH 2021 - PRESENT

Researched, designed, and shipped a survey-builder product from the ground up in collaboration with 3 product managers and 20 engineers over the course of 6 months

Performed extensive qualitative discovery research in preparation for new product scoping to identify user journeys, behaviors, expectations, and problems

Created vision-setting wireframes and user flows to pitch the aspirational long-term scope of new products to stakeholders and business leadership

Lead 3 scrum teams through quarterly planning exercises to generate problem statements and solutions in response to user research and business objectives

Presented new product features to 500+ people during monthly company meetings, and demoed in-progress work to stakeholders during weekly feedback sessions

Mentored junior designers through weekly design critiques and regular user research methodology training

Owned the UX of additional feature releases including the account management experience and the introduction of peer-to-peer, in-app content sharing

### UX/UI Designer, Gartner — Washington D.C.

JUNE 2018 - MARCH 2021

Designed, documented, shipped, and maintained Capterra's first design system with 40+ components and 500+ tokens

Partnered with PMs to redesign the main revenue-generating portions of the product to reflect UX feedback, and improve conversion rates (+15%) and bounce rates (-8%)

Partnered with developers in an agile/scrum environment to regularly ship product enhancements by providing them with comprehensive tickets and designs

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

Ran monthly unmoderated usability tests on existing and proposed designs

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

JULY 2017 - JUNE 2018

Consulted with clients to design an average of 11 marketing 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

1825 7th St. NW #615,  
Washington D.C.  
(512) 538- 5164  
ameliampeacock@gmail.com  
[www.ameliapeacock.com](http://www.ameliapeacock.com)

## SKILLS

Moderated Interviews

Unmoderated Studies

Discovery Research

User Stories

User Journey Mapping

Problem Statements

Heat Mapping

A/B Testing

Wireframes & Mockups

Prototyping

Design System Creation

HTML/CSS

Agile/Scrum

Figma

Sketch

Adobe Creative Suite

## EDUCATION

### General Assembly

APRIL 2017 - JUNE 2017

10-week certification in  
HTML, CSS & Web Design

### University of Virginia, B.A.

AUGUST 2013 - MAY 2016

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

GPA: 3.7