Amelia Peacock

I am a motivated UI/UX designer with a specialization in design systems.

2120 16th St. NW #409,
Washington D.C.
(512) 538– 5164
ameliampeacock@gmail.com
www.ameliapeacock.com

EXPERIENCE

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

JUNE 2018 - PRESENT

Design and maintain Capterra's first design system: "Nimbus"

- Identify, design, and document all components and design tokens
- Deliver extensive component specs and governance documentation to frontend developers
- QA all new components and oversee any changes to existing components or design tokens
- Onboard all new designers to the system (internal and external)
- Sell the system to stakeholders and secure resources for its development and maintenance

Partner with product managers to redesign our major templates to better serve our users and increase revenue for Capterra

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

Design, in real-time, wireframes, mockups, and prototypes to aid feature ideation and technical estimation

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

Run A/B and unmoderated usability tests on existing templates and propose new designs

CRO Designer, Capterra — *Washington D.C.*

JULY 2017 - JUNE 2018

Designed an average of 11 landing pages per month optimized for desktop and mobile conversions for company's clients

Conduct continual A/B tests to maximize long-term conversion rates for each 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+

SKILLS

Wireframing & Mockups

Prototyping

Design Systems

HTML & CSS

Agile/Scrum

Adobe Creative Suite

Figma

Sketch

Unmoderated Testing

A/B Testing

Icon Design

User Stories

UI Accessibility Testing

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