

Amy Hayton

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WORK EXPERIENCE

FEB 2020 -
PRESENT

Comcast

Analyst, User Enablement - Enterprise Business Intelligence

- Lead UX initiatives for the entire product portfolio, including strategy, research, wireframing, and prototyping.
- Owned product design for a large decisioning platform while managing a third-party design team by providing requirements, brand standards, and ongoing feedback.
- Designed an enterprise-wide knowledge portal to increase end-users ability to obtain data product information, technical documentation, and support channels.
- Author and maintain standardized knowledge assets for technical and non-technical users.
- Set content standards for consistent branding across product documentation, launch materials, and user communication.
- Collaborate with product owners, stakeholders, and business leads to develop go-to-market strategies for release launches and ensure users are well-equipped to adopt new products.

SEP 2013 -
FEB 2020

TK Interactive

Web Content Specialist

- Established content management best practices with stakeholders, vendors, and internal teams to determine business needs and effectively manage day-to-day web content.
- Collaborated with product teams to design and build a SaaS-based digital content management system used by several Fortune 500 companies.
- Led content design, audits, migration plans, user research, gap analyses, and other content strategy deliverables.
- Built taxonomies and metadata frameworks.
- Worked closely with technical managers and engineering to develop product features to improve long-term content management and user experience.

SEP 2012 -
DEC 2012

Night Kitchen Interactive

Web Content Intern

- Reviewed, edited, and input large amounts of content into a public website for the Smithsonian Institution.
- Studied mobile app trends to develop strategies for creating real-time social interaction in museums.
- Contributed research for a 'Museums and the Web' publication and several exhibition designs, focusing on users' experiences interacting with and within museums.

EDUCATION

Drexel University
Phila., PA | 2021-2023 (expected)
*MSI - Human-Computer Interaction;
User Experience*

Temple University
Phila., PA | 2007-2012
BA - History; Art History

AWARDS AND RECOGNITION

Comcast
*EBI Excellence Award | Q2 2021
EBI Team Excellence Award | Q1 2022*

SELECTED COMCAST PROJECTS

EBI Spring Hackathon | March 2021
*Automated JIRA Reporting Dashboard
(Winner)*

*An automated dashboard designed for upper leadership to view current JIRA ticket statuses across the entire product portfolio at a glance.
Role: UX Designer*

dx Portal Search UI | Q3-Q4 2022
*A redesign of the dx Portal's search metadata and user interface to streamline the end-user's experience while searching for Comcast data.
Role: UX Designer*

SKILLS & TOOLS

*UX/UI Design
Interaction Design
UX Research & Testing
Content Strategy
Communication Design
Knowledge & Content Management
Information Architecture
Wireframing & Prototyping
Technical Writing
HTML/CSS/Javascript
Adobe Photoshop/InDesign/XD
Figma
JIRA/Confluence
Miro*