

Amy N Jackson

PRODUCT DESIGNER

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amyjay1.github.io/portfolio-website

—EXPERIENCE

Roadmap | Lead Designer

Remote • 09/2022 – present

Organize weekly user testing to analyze customer behavior and implement findings to improve site-wide UX. Increased top-of-funnel conversion by **85%** through optimization of UX and visual design of sales pages for one of our main products. Designed and implemented flows that have helped **158** people increase their salary by **25%** in 10 weeks

Roadmap | UI • UX Designer

Remote • 09/2021 – 01/2022

As the sole designer in the company, spearheaded a redesign of the website including a complete design system overhaul, increasing lead conversion for our B2B side of the market by **80%**. By working cross-functionally to achieve company goals with actionable design decisions, helped guide and launch a product feature arriving at **#8** of the day on *Product Hunt*

Toolbox no.9 | UI • UX Contract Designer

Remote • 12/2021 – Present

Produce layout, graphics and illustrations for major clients at Toolbox including creating the UI design for the 2022 CDC donor website

Toolbox no.9 | UI • UX Intern

Remote • 09/2021 – 11/2021

Collaborated with team in various client workshops to produce wireframes and user flows. Produced over **20** multi-component illustrations in 1 month while helping to develop and implement design systems for *Georgia Power*

HSE | Teacher Trainer • Workshop Designer

Hamburg, Germany • Remote • 02/2018 – 09/2020

Designed and led professional development workshops to train over **40** language teachers to teach online. Increased average workshop attendance by **25%**

—EDUCATION

The Fountain Institute

Designing Product Experiments

10/2022

CareerFoundry

Frontend For Designers

07/2021

CareerFoundry

UI/UX Design

07/2021

Scuola Internazionale
di Grafica

Printmaking & Design

06/2010

Georgia State University

BFA Graphic Design

06/2008

—SKILLS

Design

Illustration & UI graphics • Wireframes & Mockups • Style guides & Pattern Libraries
• Strategy & Customer Journeys in Miro • HTML & CSS • Creative Suite

Prototyping

Rapid prototyping • Wireframes & Mockups • Live Brainstorming & Workshopping Flows in Miro • Prototype & User Testing

Research

Task Analysis • Competitive Analysis • A/B Testing • UX Metrics • Team Collaboration Tools • Experiment Design