

Amelie Scheil

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New York-based product manager, designer, and researcher with three years of experience creating intuitive, data-driven digital experiences that enhance accessibility and engagement.

With a dual BA in Computer Science and Art History from Barnard College, I bring a unique blend of technical expertise and human-centered thinking with an education focus, bridging user needs with business goals to develop seamless and impactful solutions.

EDUCATION

Barnard College of Columbia University

Graduating in May 2025

BA in Computer Science
Second BA in Art History with Senior Thesis
3.84 GPA, Dean's List (all semesters)

SKILLS

Programming

SQL, Java, Python, C, Swift, Javascript,
HTML/CSS, Angular, JQuery, Bootstrap, Flask

Product Management

Agile, Asana, Monday, Slack, Shopify, Excel

UX Research

A/B Testing, UserTesting, Dynamic Yield,
Fullstory, Linescale

Design

Figma, Adobe Creative Suite, Sketch,
balsamiq

ACCOMPLISHMENTS + AWARDS

Dean's List (all semesters)
Columbia-FUBIS 2022 Scholarship Recipient
Girls Who Code Exemplary Student Award

PRODUCT MANAGEMENT + UX DESIGN EXPERIENCE

Associate Product Manager

Bonafide Health | New York, NY

March 2025 - Present

Owns the development and optimization of a new subscription plan and LP conversions, leading cross-functional teams to drive growth and user acquisition through A/B testing, UX refinement, and data-driven strategy.

Digital Product Intern | Product Management

Bonafide Health | New York, NY

May 2024 - August 2024

- Designed and launched the Thermella® Hot Flash Quiz, increasing attributed revenue by \$58.3K in 3 months through strategic user data collection.
- Developed cancel-save flow, increasing generated revenue from abandoned cancellations by 51% in 3 months.
- Led 6+ monthly A/B tests, optimizing LPs and internal workflows, resulting in an 8.3% lift in conversion rate.
- Conducted UserTesting, Figma reviews, and QA for a full-site redesign, ensuring seamless UX.
- Built and managed an Asana testing backlog, supporting CRO team initiatives to enhance sales performance.

Digital Product Intern | UX Design

Bonafide Health | New York, NY

May 2023 - January 2024

- Designed and launched Bonafide's first product quiz, generating 6.64% of total site revenue within the first 30 days.
- Redesigned Subscription Management Interface, improving CX by adding multi-page order tracking and enhanced subscription customization options.
- Led UX for a Build Your Own Bundle feature during Cyber Monday 2023, optimizing bundling deals and enhancing product discovery.
- Utilized Google Analytics and Fullstory insights to drive data-backed optimizations, improving conversion rates and user engagement.

PROJECT + LEADERSHIP EXPERIENCE

UX Designer

ARound the World | Columbia University

February 2025 - Present

Developing an educational, location-based social media platform that empowers users to share and explore AR views of their surroundings; leverages visual ML and AR to enhance education about cultural landmarks and sites through immersive experiences.

Software Engineer

StudyLink | Columbia University

August - December 2024

Developed a cloud-based application that enhances student collaboration by facilitating peer connections and collaborations through the Canvas API course enrollment data. Engineered user microservice using AWS and GCP, with RESTful interface and relational database.