

# Amelie Scheil

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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 a focus on making knowledge and resources—health, art, and culture—more accessible and engaging.

[ameliescheil.com](https://ameliescheil.com)  
[LinkedIn](#)

## EDUCATION

### Barnard College of Columbia University

BA in Computer Science, Art History  
*Expected graduation in May 2025*

Senior Art History Thesis on postmodern criticism of archival representations explored in Lisa Oppenheim's *Spolia* (2024)

### Select Coursework

Innovation & Design Lab, User Interface Design, iOS App Development, Introduction to Databases, Advanced Programming, Cloud Computing, Emerging Scholars Program

## 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

### Languages

English, German

## ACCOMPLISHMENTS + AWARDS

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

## PRODUCT MANAGEMENT + UI/UX DESIGN EXPERIENCE

### Associate Product Manager

Bonafide Health | New York, NY

*March 2025 - Present*

- Own 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 and UX refinement.

### Product Management Intern

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.

### UI/UX Design Intern

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.

## PROJECT + LEADERSHIP EXPERIENCE

### UX Designer

Around the World | Columbia University

*February 2025 - Present*

An educational social media platform that empowers users to share and explore global cultural landmarks and sites through AR. Leverages visual ML and AI to enhance user knowledge of culture sites with historical background, educational pieces, and related content.

### 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.