Joel Amroodt • Wood Dale, IL • (630) 819-0377 • joelamroodt@gmail.com

**Digital Product Development**

**User Testing & Interviews** • **Figma Wireframing & Prototyping** • **Project Management**

*Elevating Design Through Insights: Crafting Seamless Experiences with User-Centric Precision.*

**Visionary and execution-focused** product strategist with a deep foundation in technical innovation, user experience design, and hands-on project management. Adept at translating complex user needs into intuitive, inclusive deliverable solutions that foster trust and engagement. Proven ability to guide cross-functional development teams, manage product lifecycles end-to-end, and evolve MVPs into scalable platforms. Skilled in team leadership, and operational excellence, with a keen eye for balancing rapid development with thoughtful design. Contributed to business development in the form of turning prospects into sales, strategy and being a client facing

**Skills**

• FIGMA (prototyping and design)

• User Testing

• UX Strategy

• User Interviews

• Product Development

• Product Ownership

• User Journeys

• Iterative Design & Feature Prioritization

• Atomic Design

• C++

• Network Programming (TCP/UDP)

• PostgreSQL (libpqxx)

**Professional Experience**

AFROLABS 08/2020 – 01/2025

**Product Designer & Head of User Experience**

***Overview:*** *Catalyzed impactful transformations within the fintech sector and humanitarian organizations by making significant contributions to critical projects to streamline processes and optimize operational efficiencies. Worked on projects with a transport solutions company (GoMetro) committed to modernizing transport data systems, ensuring seamless integration of transport information into modern technological platforms.* *Collaborate intensively with Tape Aids, spearheading the establishment of an all-encompassing audiobook library that provides open access to individuals with visual impairments. This initiative is pivotal in nurturing a culture of inclusivity and accessibility.*

**Selected Career Benchmarks:**

* Achieved measurable outcomes that added value to the company by conducting rigorous user testing sessions, upgrading product offerings, and synthesizing user insights to drive iterative improvements, resulting in an enhanced user experience and increased user satisfaction.
* Demonstrated mastery in utilizing Google Analytics (GA4 with a SPA) to glean actionable insights, enabling data-driven decisions for improved user experiences.
* Championed cohesive collaboration across multi-faceted teams and secured optimal satisfaction from stakeholders by ensuring unwavering alignment with project goals, timelines, and deliverables.

**Education**

**College of DuPage – Illinois, USA, (Expected 2026)**

Associates of Science, Computer Engineering

**University of Cape Town – Cape Town, South Africa, 2020 - 2020**

User Experience Design

**Cornerstone Institute - Cape Town, South Africa, 2016 - 2019**

Bachelor of Arts, Psychology