



Amanda Roaf

✉ roafam1@gmail.com

📞 540-421-9243

🌐 amandaroaf.wordpress.com

Skills

Design

Brainstorming, Sketching, Personas, Storyboards, Wireframes, Mockups, Graphic Design, Prototyping, Adobe CC, Sketch, InVision

Research

Empathy Interviews, Contextual Inquiries, Usability Testing, Data Analysis, Quantitative and Qualitative Research, Focus Groups, UserTesting.com

Collaboration

Process Mapping, Design Studios, Project Management, Technical Assistance, Strategic Planning, Staff Training, Trello, Jira, Zeplin

Education

- New York University - Master of Social Work - 2011
- James Madison University - Bachelor of Psychology - 2006

Experience

UX Designer, Capital One (Contractor), Oct 2018 - Present

Collaborate and strategize with banking associates, developers, and parallel product teams to map a cohesive user experience
Design user interfaces for web and mobile commercial banking applications
Conduct user research and usability tests to measure effectiveness of the product
Generate engaging visual artifacts including personas, journeymaps, and wireflows to keep user data at the center of the design cycle

UX Designer, Luckstone (Contractor), Feb 2018 - Present


Design user interfaces for native mobile e-commerce apps using wireframes, clickable prototypes, and high-fidelity, pixel perfect mockups
Conduct user research and usability tests to measure effectiveness of the product and its features
Generate engaging visual artifacts such as personas, journeymaps, and wireflows to promote user experiences
Collaborate and strategize with a diverse team including members from marketing, development and sales

Freelance Designer, Dec 2016 - Present

Create UI, logos and other graphics for web and mobile platforms
Conduct user research and usability testing for startup teams
Utilize design thinking to create staffing and programming structures for multi-site programs
Improve on-site processes by conducting research and brainstorming sessions
Produce in-depth, iterative process maps for large scale demonstration projects

Design Fellow, Think of Us, July 2017 - Feb 2018

Created mobile and web platforms by working autonomously and collaborated with other designers



Conducted user research, brainstorming sessions, and usability tests to gauge product needs and efficacy
Designed UI using sketches, wireframes and clickable prototypes
Crafted graphics for use as loading screens, email enhancements and logos
Worked with company partners to build landing pages and redesign existing website

Clinical Director, Center for Court Innovation, Jan 2014 - Mar 2017

Created new, adaptive social service software programs and databases by conducting research with users and collaborating with software engineers, and tech vendors
Administered ongoing quantitative and qualitative evaluations of programs to assess their effectiveness
Identified easy-to-fix issues with app interfaces by conducting user testing and evaluating usability heuristics Developed and implemented initiatives, policies, and procedures based on analysis of user research