

Amanda Byrne

PRODUCT DESIGNER

mandiebyrne.com
mbyrnedesigns@gmail.com
linkedin.com/in/mdbyrne11

WORK EXPERIENCE

AUTHORITIVE

Product Designer

Sept. 2020-Present

- Conducts user research and usability testing to optimize digital courses, addressing the needs and pain points of each creator's audience
- Leads production and visual design across courses, sales pages, and marketing content
- Facilitates communication between leadership, marketing, tech, and product teams to ensure thoughtful development and smooth implementation

FREELANCE

UX Designer

May 2020 - Oct. 2021

- Worked on projects with various clients, including conducting user research, wireframing, prototyping, building landing pages, and creating marketing content and strategy

SEATED

Senior Designer

Dec. 2018 - Mar. 2020

- Created designs for all new features and user experience improvements, collaborating with Product and Tech teams from concept to mock up and prototype to implementation, improving scalability during fast growth
- Collaborated with Head of Design on execution of app reskin with updated branding
- Produced all marketing materials, including visuals for emails, in-app messaging, posters, and flyers

GUESTFRIEND (acquired by Seated)

Product & Marketing Designer

Sept. 2017 - Dec. 2018

- Led product design for Guestfriend Pro, a product upgrade allowing restaurants to fully customize their chatbot
- Responsible for all design details, including research, user flows, custom iconography, and marketing materials
- Worked closely with developers from design handoff through QA and implementation

RENZELL (acquired by Seated)

Marketing Associate

Dec. 2016 - Dec. 2018

- Led digital marketing efforts including social media campaigns, influencer outreach, and digital ads
- Produced content for user engagement and SEO, including blogs and weekly e-newsletters
- Managed all user interactions, optimizing processes based on feedback
- Planned and managed ongoing events for the Renzell community

FUNG GLOBAL RETAIL & TECHNOLOGY

Marketing Associate

Oct. 2015 - Dec. 2016

- Researched and wrote on retail industry trends and disruptors for Forbes and deborahweinwig.com
- Managed marketing efforts and strategy: assembled daily newsletters, analyzed data, and ran ads
- Attended industry events, such as CES, to boost team's presence in the industry

STYLECABLE

Social Media Associate

Sept. 2014 - Sept. 2015

Social Media Intern

May - Aug. 2014

- Posted content, managed communities, tracked data and ran ads across social media platforms
- Increased site traffic by optimizing all product pages during new website launch and creating blog posts
- Ran weekly Flash Sales on Facebook, boosting sales and engaging customers

OFFICE OF U.S. SENATOR MARK WARNER

Intern

Jul. - Aug. 2013

- Attended hearings, led initial research for retirement report, and answered constituent calls

PROFILE

My mantra is: We are not the user. I believe research is the first step to creating a beautiful and impactful product.

As a product designer at Authoritive, I collaborate with creators, learning designers, and developers to create meaningful microlearning experiences. I apply critical thinking to visual design to create strong UX/UI solutions.

I have spent most of my career as the sole designer at startups, working across and facilitating communication between multiple teams. This experience has given me a valuable design perspective, allowing me to carefully consider all parts of the business when solving a problem. I hope to bring this experience with me to a new team, working to build something functional and beautiful.

When I'm not designing, I am doing yoga and making my way through a stack of books.

SKILLS

From concept to prototype (my favorite part!) to implementation, I have experience working through each stage of product development. I've been successful both working independently and serving as a bridge between teams to bring an idea to life.

- Figma
- Sketch
- After Effects
- Photoshop
- Basics of HTML & CSS
- InVision
- InDesign
- Principle
- Keynote
- PowerPoint

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART

Masters of Professional Studies, UX Design

UNIVERSITY OF VIRGINIA

Bachelor of Arts in Psychology, minor in Economics

Certification in Business, McIntire Business Institute

GENERAL ASSEMBLY

Certification in User Experience Design