

# Amanda Chiu

Leading mission-driven organizations and product teams to design engaging consumer-facing experiences that grow communities.

amanda-chiu.com  
amanda.a.chiu@gmail.com  
(646) 714 - 9637

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## EXPERIENCE

### Ellevate Designer

November 2018 — Present

- Increased paid membership conversions by 21% with a new user experience, interaction, and visual design, for various use cases, which included wireframes, mockups, illustrations, and prototypes.
- Designed layouts, UI, interaction patterns, visual designs, and components for web and mobile applications, based on design systems, component libraries, and style guide requirements, for design consistencies and website performance improvements.
- Created, refined, and extended design patterns to enable efficiencies during the wireframing, high fidelity mockup, prototyping, and design specification phases, which aligned with the agile and iterative product release process.
- Collaborated with Product Managers and Engineering to conceive and refine project requirements, user needs, and business needs, based on usability test results data, stakeholder and user feedback, which informed the design of various use cases including first use, repeat use, edge cases, error conditions, admin, and various external access levels.
- Executed responsive HTML/CSS design changes to the annual conference landing page, and consistently communicated with Engineering detailed design specs, which helped to identify any UI and interaction inconsistencies on staging.
- Led design within a startup environment, managing multiple complex projects while meeting deadlines, and exceeded expectations alongside various ambiguous project changes often occurred.

### ClientDesk UI/UX Designer

January 2018 — March 2018 (Contract)

- Crafted iterations of wireframes and user interface designs of key native mobile experiences, which included interaction patterns, visual designs, and system components for iOS.
- Collaborated with Co-Founder/Director of Product to conceive and refine project requirements, and user and business needs based on personas and design concepts, which resulted in a gamified insurance broker mobile app experience.
- Delivered detailed design specifications for the Engineering team and prototyped interaction patterns within a startup environment.

### LoyaltyOne Designer & B2B Digital Marketing Specialist

February 2017 — January 2018

- Collaborated with a design agency's Product Managers and Engineers to refine project requirements for a custom enterprise intranet redesign, based on user and business needs.
- Managed multiple complex projects while communicating with the design agency's Engineers regarding accessibility, usability, and brand changes throughout every iterative implementation, which enabled the marketing and internal communications product release strategy to meet key deadlines.
- Worked with the digital marketing team to test, gather engagement data, and inform Product Managers and Engineers of design changes.

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## EXPERIENCE

### Atomic Reach Designer & Marketing Coordinator

June 2015 — February 2017

- Collaborated with Engineering to bug and performance test the consumer-facing AI-driven text-editor and social media platform while product releases were on staging.
- Identified user needs and key opportunities for user input, which included user interviews, analyzing Google Analytics reports, and researching competitor products.
- Worked with product leads, engineers, Director of Marketing, and a data scientist to develop product roadmaps that have benefitted enterprise clients including the Mayo Clinic.
- Proficient in managing multiple complex projects in a timely manner, and able to self-direct project tasks prioritized by potential business and user impact within a tech startup environment.

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## EDUCATION

### Certificate, UI Design

March 2018 - September 2018 CareerFoundry

### Certificate, UX Design

April 2018 — August 2020 Interaction Design Foundation

### Bachelor of Design

September 2009 — August 2013 Ryerson University

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## ACHIEVEMENTS

### 3rd Place Winner, MIT Hacking Medicine

October 2020 (Digital Clinical Measures of Activity Track)

### Mentor - AIGA NYC Early Career Mentoring Program

March - June 2020

### Published Icon Designer - Noun Project, Redefining Women Iconathon

April 2019

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## SKILLS

Figma • Sketch • Adobe Creative Suites • InVision • iOS/Android Native App Design • Usability Testing • Accessibility • Responsive/HTML/CSS