

# AMY SIT

Proactive UX/UI Researcher & Designer with 6 Years  
Experience in User Research & Organizational Strategy

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## EXPERIENCE

**DESIGNER** Spring Impact | Mar 2024-Present

- Collaborate with SI team to coach nonprofits on best practices related to the build/test/respond loop of Lean Impact
- Facilitate sessions with nonprofit clients to ideate and design MVPs to test value propositions

**UX/UI DESIGNER & RESEARCHER** DevLaunchers | Apr 2023-Present

- Collaborate with cross-functional team to research, ideate, design and test digital prototypes to enhance online recruitment
- Lead and conduct quantitative and qualitative research studies to identify and address usability issues
- Facilitate collaborative design thinking workshops to research/understand user needs and ideate solutions
- Align team members with organization design system and research/design methods

**PRODUCT DESIGN INTERN** Cirkel | Apr 2023-May 2023

- Planned and executed end-to-end MVP design project with a quick turnaround and managed a team of 2 designers in agile fashion, resulting in multiple leads from potential partners at the Social Impact Hub conference
- Guided founders through all stages of the design thinking process, from research to ideation, prototyping, and testing

**LEAD RESEARCHER, COMMUNITY INSIGHTS** Pollen | Mar 2022-May 2022

- Planned and implemented in-depth, qualitative research projects to innovate on product offerings for new customer groups, including interviews with SMEs and target users, landscape scans, and observational studies
- Facilitated presentations & workshops to identify and drive innovative strategies to align customer & business goals

**SENIOR CONSULTANT, WORKFORCE & ORGANIZATION** Capgemini Invent | Aug 2018-Jul 2021

- Led and participated in cross-functional projects with execs to redesign organizational processes (impacting 200-2K ppl)
- Designed & conducted in-depth user research studies to inform the design of new trainings, communications, and metrics
- Synthesized research insights into personas, journey maps workshops and action plans for national clients
- Managed 2 consultants in a company-wide research project analyzing innovation in D&I across 13 countries

**BRAND STRATEGY ANALYST** Sullivan | Oct 2017-Jul 2018

- Successfully managed multiple brand strategy projects (budget \$800K+) and collaborated with clients, designers and content strategists to create marketing assets, delivering high-quality outcomes and driving innovation

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## EDUCATION

**SPRINGBOARD**, UX/UI Design Certification

**BROWN UNIVERSITY**, B.A., Development Studies

**QUANTIC SCHOOL OF BUSINESS & TECHNOLOGY**, Master in Business Administration (MBA)

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## SKILLS

RESEARCH: in-depth interviews, ethnography, contextual inquiry, A/B testing, heuristic evaluation, competitive analysis, market research, usability testing, research analysis, Jobs to Be Done (JBTD), persona creation, journey mapping, heat maps

DESIGN: design thinking, prototyping, wireframing, design systems, UI design, interaction design, branding, user flows, information architecture, systems thinking, HCD

## TOOLS

Figma, Figjam, Miro, Marvel, Qualtrics, Hotjar, Mural, Google Analytics, Professional Scrum Master (PSM) Certified