

AMY SIT

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

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EXPERIENCE

UX/UI DESIGNER

DevLaunchers | Apr 2023-Present

- Collaborate with product manager, 2 UX designers, and 4 developers to revamp existing volunteer signup flow on website
- Design and test low- and hi-fi web and mobile prototypes to address usability issues before handoff to developers
- Planned and implemented usability tests (n=8) to understand user pain points identify areas for improvement
- Collaborate with other internal team leads to align on research and design methods, tools and practices

PRODUCT DESIGN INTERN

Cirkel | Apr 2023-May 2023

- Collaborated with co-founders and 2 design interns to plan and execute end-to-end MVP design for web platform
- Conducted competitive analysis and 4 in-depth user interviews to identify new product features and prioritize user flows
- Created design system and brand elements and finalized high-fidelity screens to ensure accessibility before client handoff
- Drafted project plan, organized team tasks, and maintained written client updates to ensure timely project completion

LEAD RESEARCHER, COMMUNITY INSIGHTS

Pollen | Mar-May 2022

- Planned and executed ethnographic and qualitative research studies to inform design of offering for new user base
- Conducted 10hrs of in-depth interviews & observations with users to understand mental models and cultural trends
- Synthesized research data to develop final presentation with actionable insights on experience design elements
- Facilitated workshop with business leads to identify tangible marketing, partnership, and design implications of insights

SR. ORGANIZATIONAL MANAGEMENT CONSULTANT

Capgemini Invent | Aug 2018-Jul 2021

- Led and participated in multi-stakeholder projects (junior to executive-level stakeholders) to address organizational gaps
- Led and conducted in-depth user research studies to inform the design of organizational strategies
- Synthesized research insights into actionable recommendations and presented findings to clients
- Managed two consultants in a global research project to identify gaps in existing D&I practices

EDUCATION

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

BROWN UNIVERSITY, B.A., Development Studies

SPRINGBOARD, UX / UI Design Certification

SKILLS

Research: in-depth interviews, ethnography, contextual inquiry, A/B testing, heuristic evaluation, competitive analysis, market research, usability testing, research analysis

Design: prototyping, wireframing, design systems, UI design, interaction design, branding, user flows, information architecture

Project: workshop facilitation, agile project management, cross-functional collaboration

TOOLS

Figma, Marvel, Miro, Qualtrics, Hotjar

Professional Scrum Master (PSM) Certified