

Amanda M. Beall

Performance-driven designer who advocates for the user. Ensures the user is involved early on in the product life-cycle to deliver features that are intuitive and advantageous. Experienced in collaborating with cross-functional teams, finding creative solutions to difficult problems, and personally driving projects from discovery to completion. Thrives in a fast-paced environment that encourages innovation and positivity.

Skills:

Human-Centered Design, Digital Transformation, Product Design, Interaction Design, Agile Methodologies, UX Management, Service Design, User Stories, User Interface Design, Accessibility Audits, User Journey Maps, Facilitation, User Research, Data Synthesis, High Fidelity Mockups, Heuristic Evaluations, Design Influence, Cross-Team Collaboration, Prototyping, Interaction Design, Mentoring, Stakeholder Management, Problem Solving, Persona Development, Design Thinking, Content Management

Professional Experience

Fearless

Senior Product Designer

Sept 2018 – Present

- Designs wireframes, low and high-fidelity mockups, and interactive prototypes of easy-to-navigate user interfaces.
- Manages and maintains the utilization and implementation of design systems throughout a project's life cycle.
- Assesses and improves the usability of products through research, rapid prototyping, and usability testing.
- Effectively communicates research findings, conceptual ideas, detailed designs, design rationale, and goals verbally and visually to customers and large audiences of varying technical and domain knowledge.
- Collaborates with the team and customer to define and measure success metrics.
- Builds buy-in with engineers, product managers, and fellow designers to plan and implement the best possible solutions given the circumstances and risk.
- Engages with technical leads to implement features that meet design specifications and deliver business value.
- Collects and synthesizes large amounts of conflicting information and uses it to implement simple designs and provide recommendations for change to a system.
- Coaches and mentors others on design best practices, ensuring customer goals and user needs are met.

Specific Contract Responsibilities

State of New Jersey Business and Permit Modernization

2022 - Present

The contract focuses on improving the processes and experiences that enable New Jerseyans to establish, operate, and grow their businesses.

- Works within an agile environment, creating wireframes for multiple features within a sprint, collecting feedback from stakeholders, and working with development teams to ensure feasibility.
- Assesses and improves the usability of products by performing research, rapid prototyping, and usability testing.
- Utilizing and maintaining large design system files to ensure consistency throughout designs and the product
- Leading accessibility conversations and knowledge sharing to ensure all users are considered, at all stages of development

Centers for Medicare and Medicaid Services (MPSM)

2022 - 2022

The contract focused on supporting design research practices to identify which pieces of the Medicare Payment Systems process are ripe for modernization, aligning with CMS's goals and vision.

- Utilizing past research and subject matter experts and engineers' knowledge to create high-fidelity mockups.

- Spearheaded the creation of a knowledge management repository using Atlassian Confluence, organizing 3 years of research and artifacts to ensure insights were understandable and actionable for stakeholders.

Centers for Medicare and Medicaid Services (CMS) Office of Information Technology (OIT) 2019 - 2022

The contract focused on coaching federal workers and evangelizing Human-centered design practices, working to unify and mature various human-centered design efforts, giving the center an enterprise-wide design and research practice.

- Paramount contributor in winning the contract by expertly applying human-centered design techniques during the challenge, resulting in eye-catching artifacts and impactful presentation, scoring highest among all other vendors.
- Infused human-centered design (HCD) concepts into both the processes and people at CMS by establishing strong stakeholder relationships, building trust within the team, and delivering quality outputs and outcomes.
- Mentor stakeholders in human-centered design practices and processes while helping them understand the benefits and implications of their design decisions.
- Provided continuous product design support and strategy to 10+ multi-vendor product teams, embracing collaboration and boosting culture change.
- Collaborated with team members to produce artifacts such as heuristic evaluation reports, HCD playbooks, usability studies, and process templates, contributing to HCD-wide initiatives and creating a long-lasting repository of tools.
- Served as a role model to team members by exemplifying leadership qualities and modeling healthy communication practices during various upheavals.

Department of Defense Mentor-Protégé Program (MPP) 2019 - 2019

The contract focused on developing a portal to manage an agency-wide tool for mentors and protégés.

- Conducted audits and heuristic evaluations on the current platform and provided recommendations for improvement to the product.
- Created team alignment and a shared, user-centered vision by planning and facilitating a hackathon.

Small Business Administration 2018 - 2019

The contract focused on modernizing the SBA.gov platform and transforming SBA.gov into a modern, cloud-based system capable of supporting tens of millions of users each year.

- Led the design modernization efforts of three major sections of SBA.gov, requiring careful collaboration with engineers, content strategists, and stakeholders in several offices at the SBA.
- Touched every aspect of the project by contributing to content strategy and information architecture, maintained the SBA Design System, and contributed directly to the site codebase.
- Conducted numerous usability tests, both unmoderated and moderated, including a study with non-sighted users, identifying uncaught accessibility bugs on the site.

Videology, Inc.

UXD Team Lead

Mar 2018 – Aug 2018

- Discerned priorities, managed team resources, and solved day-to-day problems while being a liaison across product, engineering, and business, encouraging communication and collaboration.
- Mentored team members through the user-centered design process, encouraging learning and growth.
- Innovated on current processes, ensuring maximum efficiency and optimal communication.

User Experience Designer

May 2015 – Aug 2018

- Executed the user-centered design process to create competitive differentiation and a product focused on the needs of the client.
- Managed multiple product features in parallel, increasing the rate of feature development and release.

- Pioneered the persona development process, keeping the user at the forefront of product development.
 - Developed and applied infrastructure for user-centered design processes, achieving consistency within the team and transparency across teams.
 - Performed various user experience methodologies throughout the product development process, minimizing inaccuracies after release.
 - Established brand standards, instilling design and development consistency throughout the product.
 - Constructed feature design documentation and coordinated daily check-ins between designer and developer, creating effortless hand-off and continued collaboration between teams.
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Education, Training, and Certifications

Personal Leadership Proactivity Intensive, Fearless

Feedback Loops Training, Fearless

UX Management, Nielsen Norman Group UX Certification

- Being a UX Leader: Essential Skills for Any UX Practitioner, Nielsen Norman Group
- Designing Influence, Nielsen Norman Group
- Facilitating UX Workshops, Nielsen Norman Group
- Generating Big Ideas with Design Thinking, Nielsen Norman Group
- CX Transformation and Journey Management, Nielsen Norman Group
- Design Tradeoffs and UX Decision Frameworks, Nielsen Norman Group

Design Research Techniques, Cooper Professional Education

M.S. Human-Centered Computing, University of Maryland, Baltimore County

B.S. Information Systems, University of Maryland, Baltimore County

Panels and Featured Work

- [Baltimore UX meetup 2022 - What is UX in 2022?](#)
- [Top 3 Skills UX and UI Designers Need to Know in 2020](#)
- [Supporting a culture of continuous learning with team lightning talks](#)
- [Making User Personas More Useful for Developers](#)
- [Building Design for Everyone at SBA.gov](#)

Personality Types:

Everything DiSC style: i

Myers–Briggs: ENFJ