

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 leading and participating in 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:

- Excellent attention to detail, strong organizational skills, and time management abilities.
- Expert in identifying user and business needs, negotiating requirements, and developing solutions to meet those needs through strong influencing and communication skills.
- Expert in building wireframes, low and high-fidelity mockups, and interactive prototypes of easy-to-navigate user interfaces (UIs).
- Mastery of practice in visual and user interface design, including typography, layout, color theory, and common interaction patterns.
- Advanced skills in designing, managing, and implementing iterative style guides, component libraries, front-end frameworks, and design systems.
- Expert in managing stakeholder relationships and expectations.
- Expert in developing user requirements specifications and experience goals, personas, storyboards, journey maps, scenarios, flowcharts, and design specifications.
- Advanced understanding of agile processes; ability to advise colleagues on how and why agile methods are used and provide a clear, open, and transparent framework in which teams can deliver.
- Advanced skills in writing user stories and maintaining a backlog in an agile environment.
- Mastery leading and implementing 508 accessibility standards.
- Advanced skills working with government customers.
- Advanced skills in taking on Product Management or Scrum Master duties.

Professional Experience

Fearless

User Experience Team Lead

April 2024 – Present

- Designs and develops scalable DesignOps solutions for multiple cross-functional teams, ensuring products and services meet high-quality design and accessibility standards.
- Owns and champions the team's design practices and standards, through assessing and improving the quality, impact, and strategy of design outcomes and outputs.
- Defines and develops strategies and policies, guides others working in the strategic context, and evaluates current strategies to ensure business requirements are being met and exceeded where possible.
- Builds buy-in with engineers, product managers, and fellow designers to plan and implement the best possible solutions given the circumstances and risk.
- Establish and maintain design systems for use across multiple services and identifies the simplest approach out of a variety of options.
- Cultivates a community of growth and development through coaching and mentoring others to develop their professional skills.
- Mentors design and cross-functional team members on design best practices to establish internal systems that ensure customer goals, user needs, and business needs are met.
- Engages with product owners, stakeholders, and team leads to influence and develop roadmaps, build-out requirements, and conceptualize and prioritize features.

- Plans and facilitates participatory and iterative design activities, including observational studies, customer interviews, usability testing, and other forms of requirements discovery.
- Plans and facilitates design thinking activities and workshops, including design sprints, lightning design jams, and co-designing activities.

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

Aug 2022 - Present

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

- Promoted to team lead in April 2024 while continuing to deliver w
- Works within a SAFe 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
- Champions accessibility to ensure all users are considered, at all stages of development.

Centers for Medicare and Medicaid Services (MPSM)

Feb - July 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.

- Utilized 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, Office of Information Technology

May 2019 - Feb 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)

Mar 2019 - May 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

Sep 2018 - Mar 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.

User Experience Design 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.

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 class
- Designing Influence, Nielsen Norman Group class
- Facilitating UX Workshops, Nielsen Norman Group class
- Generating Big Ideas with Design Thinking, Nielsen Norman Group class
- CX Transformation and Journey Management, Nielsen Norman Group class
- Design Tradeoffs and UX Decision Frameworks, Nielsen Norman Group class

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