

Amanda M. Beall

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Senior Product Designer with deep expertise in human-centered design, systems thinking, and strategy. Skilled in delivering accessible, visually compelling interfaces and scalable design systems that balance user needs with business goals. Known for quickly delivering high-quality work in agile environments using a collaborative, iterative approach that ensures clarity and alignment across teams. A strong communicator, mentor, and advocate for inclusive design, known for turning complexity into actionable solutions that create real value at scale.

- **Design & Prototyping:** Figma, Adobe CC, Sketch
 - **Research & Testing:** Trymata, UserTesting, Optimal Workshop, Moderated & Unmoderated User Tests
 - **Project Management:** Azure DevOps, Agile, SAFe, Atlassian Suite (Confluence, Jira), Miro, Mural, LLMs
 - **Development Collaboration:** HTML, CSS, GitHub, various visual editors such as Webflow, ServiceNow, WordPress
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Experience

Fearless

Baltimore, MD / Remote

Design System Team Lead, Business.NJ.gov

Aug 2024 – Present

- Promoted to Design System Team Lead while continuing as Senior Product Designer. Led design system development to support cross-functional teams and enhance the Business.NJ.gov experience, helping reduce business launch times by 30% and supporting over 50,000 businesses since 2020. Collaborated with stakeholders and engineers in a SAFe Agile environment, boosting user satisfaction and supporting 14% of NJ business formations. An estimated \$167.7M in added earnings. Tools: Figma, Trymata, Azure DevOps, Mural, Webflow, LLMs.
- Built and maintained a large-scale Figma design system and library to ensure consistency, reduce design redundancy, while streamlining development and ensuring brand cohesion.
- Designed and implemented scalable DesignOps solutions through continued iteration and strategic planning, increasing cross-functional efficiency, and improving design quality across teams.
- Partnered with stakeholders and cross-functional teams to shape roadmaps, define requirements, and prioritize features, driving alignment, clarity, and well-balanced, risk-aware solutions.
- Coached peers and cross-functional teammates on design best practices, reinforcing a shared standard of quality and ensuring user needs remained central throughout development.
- Championed accessibility standards (including WCAG and Section 508) throughout the design and development lifecycle to create inclusive experiences and reduce compliance risks.

Senior Product Designer, Business.NJ.gov

Aug 2022 – Present

- Product designer for Business.NJ.gov, enhancing the Business.NJ.gov experience by helping reduce business launch times by 30% and supporting over 50,000 businesses since 2020. Collaborated with stakeholders and engineers in a SAFe Agile environment, boosting user satisfaction and supporting 14% of NJ business formations. An estimated \$167.7M in added earnings. Tools: Figma, Trymata, Azure DevOps, Mural, Webflow, LLMs.
- Designed wireframes and interactive prototypes in Figma via SAFe Agile, Lean UX methods, and design system. Incorporating stakeholder feedback and aligning with constraints to accelerate delivery and ensure usability.
- Assessed and improved product usability through both moderated and unmoderated user research, rapid prototyping, and data synthesis, resulting in more intuitive experiences and higher user satisfaction.
- Presented research findings, design rationale, and conceptual ideas to stakeholders of varying technical backgrounds, improving cross-functional understanding and decision-making.
- Collaborated with product teams and customers to define success metrics and track outcomes, enabling more data-informed iteration and feature refinement.

Product Designer, Modernizing CMS Payment Systems

Feb 2022 – July 2022

- Sole product designer focused on supporting design research practices and creating a knowledge management repository. Organizing 3 years of research that worked to identify which parts of the Medicare Payment Systems process were ripe for modernization. Tools: Figma, the Atlassian suite, and Agile.

- Collaborated with product owners and stakeholders to translate past research and findings, produced a high-fidelity mockup to create alignment and expectations for the final deliverable.

Product Designer, Human-Centered Design at CMS OIT
May 2019 – Feb 2022

- Product designer, focusing 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. Tools: Figma, the Atlassian suite, Agile, and ServiceNow.
- 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 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.
- 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.

Product Designer, Department of Defense Mentor-Protégé Program
Mar 2019 – May 2019

- Sole product designer focused on developing a portal to manage an agency-wide tool for mentors and protégés. Tools: Figma, the Atlassian suite, and Agile.
- Uncovered user needs and pain points through heuristic evaluations and stakeholder interviews, driving design improvements that reduced support tickets and boosted engagement.

Product Designer, SBA.gov
Sep 2018 – Mar 2019

- Sole product designer focusing 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. Tools: Figma, the Atlassian suite, Optional Workshop, Drupal, and Agile.
- 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.

Videology, Inc.

User Experience Design Team Lead
Mar 2018 – Aug 2018

- Led the UX team at a global video ad tech company, supporting products across desktop, mobile, and connected TV. Managed team resources, mentored designers, and aligned efforts across product, engineering, and business. Worked in a complex, data-rich environment leveraging service-oriented architecture and real-time bidding systems.
- Led team by managing priorities, mentoring designers in user-centered practices, and fostering cross-functional collaboration to improve processes, communication, and overall efficiency.

User Experience Designer
May 2015 – Aug 2018

- Designed user experiences for a large-scale video advertising platform across desktop and mobile, applying a user-centered design process to deliver client-focused, differentiated products. Supported multiple features in parallel within a service-oriented architecture, driving faster development cycles and cross-team alignment.
- Managed multiple features concurrently while establishing design infrastructure and brand standards; created clear documentation and facilitated designer-developer syncs to ensure seamless handoffs and accelerate releases.

Education

University of Maryland, Baltimore County – **M.S. Human-Centered Computing**, 2016
 University of Maryland, Baltimore County – **B.S. Information Systems**, 2015

Certifications

Deque University, **Web Accessibility Training**, Deque University, 2025
 Nielsen Norman Group, **UX Certification Speciality in Management**, 2021
 Cooper Professional Education, **Design Research Techniques**, 2017