

Amanda M. Beall

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Results-driven Senior Product Designer with expertise in human-centered design, systems thinking, and digital strategy. Experienced in delivering inclusive, scalable, and visually engaging products that drive measurable outcomes. Adept at collaborating cross-functionally in Agile and SAFe environments to align design with business objectives. Recognized for transforming complex problems into clear, user-focused solutions and fostering strong team culture through mentorship and inclusive design practices.

- **Design & Prototyping:** Figma, Adobe CC, Sketch
 - **Research & Testing:** Dovetail, Trymata, User Testing, Moderated & Unmoderated User Tests
 - **Project Management:** Azure DevOps, Agile, SAFe, Atlassian Suite (Confluence, Jira), Miro, Mural, LLMs (ChatGPT)
 - **Development Collaboration:** WCAG Guidelines, HTML, CSS, GitHub, Webflow, ServiceNow, WordPress
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Experience

Fearless

Baltimore, MD / Remote

Design Lead, Maryland Family and Medical Leave Insurance (MD FMLI) April 2026 – Present

- Design service and product experiences across backend systems and public-facing components, connecting internal operations with clear, user-centered workflows.
- Optimize Salesforce workflows for Customer Care and Appeals teams, translating complex policies and business requirements into intuitive, efficient experiences.
- Collaborate within a small, agile team to support a phased product rollout, balancing near-term delivery with long-term system readiness and scalability.

Design System Team Lead, Business.NJ.gov Aug 2024 – Mar 2026

- Promoted to design system team lead while continuing as Senior Product Designer; led Figma design system development supporting cross-functional teams.
- Applied Lean UX and Agile practices to reduce business launch times by 30%, helping over 50,000 entrepreneurs.
- Advanced inclusive design standards (WCAG and Section 508) across the product lifecycle, mitigating compliance risk and improving usability.
- Implemented DesignOps frameworks to streamline collaboration and accelerate design-to-development workflows.
- Mentored designers and strengthened design culture, contributing to higher team engagement and delivery quality.
- Partnered with engineers and product managers to define product roadmaps and feature priorities aligned with business goals.

Senior Product Designer, Business.NJ.gov Aug 2022 – Mar 2026

- Designed and prototyped end-to-end user experiences supporting NJ business owners through all startup stages.
- Conducted user research, usability testing, and rapid prototyping to refine core features and improve satisfaction.
- Collaborated in a SAFe Agile environment, increasing delivery velocity and stakeholder confidence.
- Maintained and evolved the design system, ensuring product scalability and design consistency.
- Presented design strategy and findings to cross-disciplinary stakeholders, influencing decision-making and alignment.
- Partnered with engineering leads to ensure implementation aligned with inclusive design principles and brand standards, resulting in a cohesive and inclusive product.

Product Designer, Modernizing CMS Payment Systems Feb 2022 – July 2022

- Served as the sole designer modernizing Medicare payment workflows.
- Created high-fidelity mockups and prototypes to translate legacy processes into modern, user-friendly experiences.
- Developed a knowledge repository in Confluence, organizing years of research for improved stakeholder access and reuse.

Product Designer & Trainer, Human-Centered Design at CMS OIT

May 2019 – Feb 2022

- Evangelized human-centered design practices across federal teams, maturing HCD as an enterprise capability.
- Coached government staff on user research, service design, and equitable design principles, leading to increased process adoption and efficiency.
- Supported 10+ product teams by aligning design strategy with mission outcomes, resulting in enhanced team collaboration and successful culture change.
- Authored HCD playbooks and usability study templates, standardized design quality and methods agency-wide, and improved design project consistency.
- Contributed to winning the contract by delivering compelling HCD presentations and prototype demonstrations, showcasing the value of human-centered design in meeting client needs.

Product Designer, Department of Defense Mentor-Protégé Program

Mar 2019 – May 2019

- Designed an internal portal to improve mentor-protégé management workflows.
- Conducted stakeholder interviews and heuristic evaluations to uncover user needs and reduce friction.
- Facilitated hackathons to align cross-functional teams and inspire shared product ownership.

Product Designer, SBA.gov

Sep 2018 – Mar 2019

- Modernized the SBA.gov platform for millions of small business users.
- Collaborated with engineers and content strategists to deliver user-friendly, scalable solutions.
- Conducted usability tests with non-sighted users, identifying and resolving critical compliance issues.
- Strengthened inclusive design standards and expanded Section 508 conformance across key SBA product lines.

Videology, Inc.

User Experience Design Team Lead

Mar 2018 – Aug 2018

- Managed UX team operations and design delivery across global video ad products.
- Improved collaboration between engineering, design, and business stakeholders, streamlining project handoffs and feedback loops.
- Mentored designers in research, wireframing, and interaction design best practices.

User Experience Designer

May 2015 – Aug 2018

- Delivered UX solutions for large-scale video advertising platforms, enhancing client satisfaction and feature adoption.
- Pioneered persona development and design documentation, promoting consistency across product lines.
- Established brand and interaction standards, ensuring cohesive product experiences.

Education

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

University of Maryland, Baltimore County – **B.S. Information Systems**, 2015

Certifications

State of New Jersey, **Responsible AI for Public Professionals: Using Generative AI at Work Web Training**, 2025

Deque University, **Web Accessibility Training**, 2025

Nielsen Norman Group, **UX Certification Specialty in Management**, 2021

Cooper Professional Education, **Design Research Techniques**, 2017