Amanda Ni

UX/UI Designer based in New York, NY

DESIGN EXPERIENCE

DirectEd | *UX Designer (Contract)*   *Aug. - Oct. 2022*

- Conducted competitive research that led to a deeper understanding of increasing donations to improve the user experience for target donors.
- Worked with three UX designers and a product manager to redesign the company home page, which achieved the KPI of 90% of respondents reporting they understood DirectEd's mission within two minutes.
- Collaborated on developing a new design system to improve the UI of the app's most significant features, including adding the company's charity endorsements, which gained users' trust in our site and increased user donations by 7%.

Real Recipes | *UX Designer*   *Jun. – Jul. 2022*

- Participated in a five-day design sprint to improve the user experience of a recipe-learning mobile app by designing functions such as recipe reviews and saving.
- Conducted research on ten potential users for a thorough knowledge of their cooking habits, leading to integrating recipe categories for faster recipe selections.
- Successfully solved UX problems such as helping users learn complex recipes by implementing recipe breakdowns, video learning, and photo examples, resulting in 95% of users reporting an upgraded recipe learning experience.

Kanii | *UX Designer*   *Mar. – May. 2022*

- Led the design of a mobile streaming app to increase user enjoyment with features that facilitate personalized user experiences, including mood-based recommendations, in-app chat, and watch party function with friends.
- Conducted user research and usability testing to collect feedback on user needs from our target user group, which led to the creation and iteration of high-fidelity prototypes.
- Led the building of a subscription flow for new and returning users with benefits such as fair pricing and unlimited entertainment that raised the user approval rate by 10%.

Drop Five | *UX Designer & Researcher*   *Jan. – Mar. 2022*

- Led interviews with target users to gather user behavior research and synthesized learnings to propose design solutions through user personas, site maps, user flows, and wireframes for a web app that allowed users to donate items smoothly.
- Collaborated with local donation organizations to incorporate a pickup service, allowing users to donate more items without traveling to donation locations.
- Created prototypes and made iterations based on ten usability tests that reached the goal of 90% of users reporting the app increased their willingness to donate by simplifying their donation process.

WORK EXPERIENCE

DP Fashion | *Business Development Intern*   *Jun. - Aug. 2021*

- Researched potential customer segments and competitors to help design marketing strategies that resulted in a 20% rise in sales.
- Addressed customer inquiries through detailed and rapid email responses that led to a 90% customer satisfaction rate.
- Managed global social media accounts and curated 20 promotional posts accounts across platforms (Weibo, TikTok, RED, Taobao).

ATG Electronics | *Business Operations and Strategy Intern*   *Jun. - Aug. 2020*

- Improved existing tools and templates used by the California sales team to manage event partnerships, social media posts and licenses.
- Analyzed potential clients and competitors to inform sales strategy involving online platforms.
- Created templates and presentations for the sales segment business planning.
- Managed the company's online database for social media content.

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ABOUT

I am a designer who strives to create beautiful and functional experiences that help organizations solve workflow challenges for their employees and customer base. My training and experience in business analysis, digital design, and user research helps me form a strong, intuitive understanding of a wide variety of users and use cases.

EDUCATION

New York University   *May 2021*

Bachelor of Arts, Economics
Minor: Business Studies

Springboard UIUX Career Track

700+ hours of coursework in UI/UX methodologies and technologies

SKILLS

User Research
Journey mapping
User personas
User interface prototyping
Product design
Mobile app design
User interviews
Interaction design
Usability testing
Wireframing
Content strategy
Branding & identity
Marketing
Mandarin(fluent)

SOFTWARE

Figma
Adobe Creative Suite
InVision
Sketch
Miro
Notion