Amanda Lo

UX Designer

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Education

University of California, San Diego

September 2015 - March 2020

B.A., Psychology

B.S., Biochemistry & Cell Biology

Certifications

Coursera & UCSD Design Lab

- Human-Centered Design: an Introduction

Skills

Design

Product Design, UI Design, Visual Design, Wireframing, Mockups, Lo-Hi Fidelity Designs, Information Architecture, Design Systems, Prototyping, Graphic Design

Research

UX Research, Competitive Analysis, Storyboarding, Journey Mapping, Affinity Diagramming, Empathy Mapping, User Interviews, Surveys, Personas, User Flows, Usability Testing, Concept Testing, A/B Testing, UX Strategy, UX Writing

Tools

Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, InVision, Zeplin, Google Suite, Microsoft Office, Microsoft Teams, Miro, Mural, FigJam, UserZoom GO, UserTesting, Dovetail, Notion, Asana, Trello, JIRA, Azure DevOps

Experience

UX Designer | Detroit Labs

April 2021 - Present

- **Rocket Pro:** worked cross-functionally with designers, developers, UX researchers, product managers, and product owners on native mobile design features for a B2B/B2C mortgage app to increase the conversion rate of loans by 5% and real estate agent referrals by 10%
- **Octocart:** maintained and added components to a design system, while creating responsive web screen designs and flows for e-commerce features on an internal B2B/B2C Detroit Labs ordering platform project
- **Detroit Phoenix Center:** created end-to-end progressive web designs to increase awareness of community resources for Detroit youth
- **Black Family Development, Inc:** full user research and designs for a progressive web app to increase public knowledge of mental health and substance use resources for those seeking help
- **DTE:** redesigned a mobile iOS/Android electric app for a Detroit metropolitan energy company
- **Volkswagen:** collaborated with designers to create illustrations, animations, and hi-fidelity screens for step-by-step instructions and an AI Concierge chatbot to address common vehicle questions in a new Owner's Manual section of the myVW app

Design Lead | Develop for Good

May 2021 - January 2023

- Oversaw 2 internal design initiatives that provided website redesign explorations and a design system for volunteers at Develop for Good
- Led volunteer designers, developers, and product managers to create and develop websites and apps for nonprofit clients
- Managed a portfolio of nonprofit client projects, 6 of which have been successfully launched by my volunteer teams

UX/UI Design Intern | Logos

October 2020 - March 2021

- Designed hi-fidelity screen flows and prototypes to improve and increase user engagement and conversions on the Logos website
- Redesigned the article rating flow, designed recommended article components, updated the subscription settings, and added nudge tips to the 'Write an Article' screen
- Conducted human-centered user research to make data-driven design decisions on feature iterations

UX Design and Research Assistant | UCSD Design Lab

April 2020 - December 2020

- **Diabetes Design Initiative:** collaborated with a team to conduct user research, interviews, user testing, and created wireframes, prototypes, and final hi-fidelity screen flows that optimized the user experience of glucose monitoring applications for Dexcom and Nightscout
- **Design Lab Connected Learning Pathway:** applied human-centered design practices to design an interactive video calling and social gathering platform that imitated real-world interactions, with mentorship from the UCSD Design Lab and Sony's Human Factors Team