

Amanda Lo | UX/Product Designer

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SUMMARY:

UX/Product Designer with 5+ years of professional experience designing web and mobile products for enterprise and consumer brands, including **Volkswagen**, **DTE Energy**, **Rocket Pro**, **Jack Daniel's**, and **Jimmy John's**. Specializing in UX research, visual and interaction design, and scalable design systems for complex, high-traffic experiences. Grounded in human-centered design practices while selectively using AI tools like Figma Make and Claude to speed up ideation, synthesis, and prototyping.

EXPERIENCE:

UX Designer II | Detroit Labs

April 2021 – September 2026 | Remote

Full-time, in-house designer at Detroit Labs, a design and engineering company building custom digital products for enterprise and consumer clients.

- **Volkswagen:** Drove product design and UX strategy as the sole designer for the final 9 months of Volkswagen's myVW AI Virtual Assistant built with Google Cloud/Gemini, reaching 120K+ vehicle owners in 2024 and 580K+ in 2025 with coverage from Google's Gemini at Work, Reuters, PR Newswire, and other social channels.
- **DTE Energy:** Led the ground-up redesign and UX research of DTE Energy's mobile app serving 3.6M+ customers, driving 90% iOS and 86% Android adoption, improving Android crash-free users from 95.38% to 99.23%, and sustaining a 4.4-star average rating post-launch.
- **Rocket Pro:** Directed a 7-week discovery and design initiative for Rocket Pro's Loan Monitoring System (LMS) to translate Real Estate Agent (REA) pain points into a phased feature roadmap aimed at increasing REA referrals.
- **Jack Daniel's:** Spearheaded redesigns of Jack Daniel's Contact Us, Unsubscribe, and News & Events pages.
- **Jimmy John's:** Redesigned Jimmy John's product details pages by adding a nutrition and ingredients section.

Across projects:

- Aligned business goals and user needs within tight timelines by leading cross-functional collaboration among designers, developers, product managers, and stakeholders to create responsive web and iOS/Android mobile app designs.
- Built, implemented, and expanded scalable design systems across B2B and B2C products to standardize UI components, enable consistent design practices, and support efficient design and development workflows.
- Conducted data-driven user research with qualitative and quantitative data to inform and validate mobile and web solutions that resulted in clearer user flows, reduced friction, and improved accessibility.
- Integrated AI tools selectively into design workflows to accelerate ideation, research synthesis, and prototyping.

Program Director & Design Lead | Develop for Good (DFG)

May 2021 – June 2025 | San Francisco, CA

- As DFG's first part-time employee, led operations, oversaw diverse and equitable volunteer selection, and designed program strategies, scaling from 58 to 3.6K+ student volunteers and growing annual revenue from \$0 to ~\$1M.
- Engaged 2.2K+ students, 73 Student Product Leads, and 500+ mentors across 5 program cohorts, delivering 159 nonprofit tech projects and 140K+ volunteer hours with impactful nonprofit outcomes.
- Delivered measurable impact: 96% of students leveraged DFG experience professionally, 78% of students increased career outcomes, 77% of nonprofits experienced cost savings, and 96% of nonprofits reported measurable improvement in their program capacity.

SKILLS:

- **Design:** Product Design, UX Design, UI Design, Interaction Design, Responsive Web and Mobile, Design Systems, Graphic Design, Illustration, Animations, Accessibility
- **Research:** UX Research, Competitive Analysis, Usability Testing, User Flows, Journey Mapping, Strategy, Synthesis
- **Leadership:** Cross-Functional Collaboration, Stakeholder Alignment, Client Presentations, Design Critiques, Mentoring
- **Tools & AI:** Figma, FigJam, Miro, Adobe Creative Suite, UserZoom Go, UserTesting, Dovetail, JIRA, Azure DevOps, Confluence, Airtable, Asana, Wix, Squarespace, Webflow, Framer, ChatGPT, Claude, Google Gemini, Figma Make

EDUCATION:

UC San Diego Design Lab

April 2020 – December 2020 | Remote

- Student Projects: **Sony** interactive video-calling UX platform, **Twitch** engagement campaign with supporting UX artifacts, and **Dexcom** usability research and proposed design improvements for in-app glucose-monitoring features

University of California, San Diego

September 2015 – March 2020 | La Jolla, CA

- Bachelor of Arts (B.A.) in Psychology; Bachelor of Science (B.S.) in Biochemistry and Cell Biology