AMY SIT

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PROFESSIONAL SUMMARY: Product Designer with 3+ years of experience designing consumer-facing digital experiences with a focus on user engagement and retention. Proven track record of leading end-to-end product design initiatives while collaborating with cross-functional teams to ship impactful features. Skilled in maintaining high-quality design systems and using strategic research to inform elegant solutions.

RELEVANT EXPERIENCE

Murphy Charitable Foundation, *UX/UI Design Lead*   *Remote*/ Jun 2024-Present
- Lead cross-functional team of 10 in creating microlending web app with 5K+ potential users from across 3 continents
- Established and maintain comprehensive component library and design system, creating documentation standards and review processes to ensure consistent, high-quality implementation
- Conduct and synthesize user research (with 50+ users across 3 continents) into actionable design changes
- Create wireframes, user flows, and high-fidelity prototypes in Figma to facilitate effective developer collaboration

FinEQUITY, *UX/UI & Product Designer*   *Remote*/ Sep-Dec 2024
- Spearheaded critical user journey redesign for financial services platform for underserved users, creating cohesive cross-channel experiences across mobile and web platforms to improve user retention
- Planned and conducted comprehensive user interviews to identify enrollment pain points and optimize user flows
- Led final stakeholder presentations to CEO to communicate research insights & secure buy-in for proposed solutions
- Created and validated user flows, low-fidelity and high-fidelity prototypes in Figma via iterative user testing

Friday, *Social Impact Strategy & Design Fellow*   *Remote*/ Jun-Aug 2024
- Led end-to-end MVP design project of B2C learning app for company co-founders, including workshop facilitation, competitor analysis, user research, journey mapping, and high-fidelity prototyping on Figma
- Spearheaded service design project to redesign client onboarding experience, leading discovery workshops with co-founders and creating future-state service blueprint to reduce onboarding time by >20%
- Designed & implement a virtual community platform for girls in STEM, focused on crafting a clear, seamless user onboarding experience and marketing strategy to improve user signup and engagement

Dev Launchers, *UX/UI Designer & Researcher*   *Remote*/ Apr 2023-May 2024
- Collaborated with cross-functional team to redesign core platform discovery flows for 2K+ users, creating scalable design patterns within evolving design system
- Guided team in implementation of new design system, establishing governance processes and documentation standards that reduced design cycle time by 30%
- Created and tested prototypes to validate design solutions and worked with development team to implement designs
- Led user research studies (interviews, surveys, usability tests) to identify pain points and optimize user journeys

Cirkel, *Product Design Intern*   *Remote*/ Apr-May 2023
- Managed end-to-end MVP design of B2C edtech app with 2 designers using agile methodologies, and guided founders through design thinking process, resulting in MVP generating multiple leads from potential partners
- Conducted user research across all product development stages, from initial concept testing to usability studies, to ensure alignment with user needs and business goals

Pollen, *Lead Researcher, Community Insights*   *New York, NY*/ Mar-May 2022
- Planned and implemented mixed method qualitative research projects (in-depth interviews, contextual inquiries, observational studies) to identify customer needs and inform product & service innovations
- Synthesized complex research findings into actionable presentations and workshops to communicate insights to cross-functional stakeholders and directly inform strategic decisions and service improvements

Capgemini Invent, *Senior Consultant, Workforce & Organization (W&O)*   *New York, NY*/ Aug 2018-Jul 2021
- Led B2B digital transformation initiatives for financial services enterprises to redesign employee experience (impacting 200-2K employees); conducted stakeholder interviews and created journey maps to define engagement strategies
- Partnered with Chief Corporate Social Responsibility Officer, regional directors, and business leads in designing and implementing enterprise-wide service model to enable rapid crisis response across 13 countries
- Redesigned W&O onboarding experience during period of high organizational flux; journey mapped employee experience, prototyped, and iterated initiatives, leading to high employee satisfaction rate of 4.8/5

EDUCATION

Quantic School of Business & Technology, *Master of Business Administration (MBA)*   Jan 2022
Brown University, *Bachelor of Arts, Development Studies; magna cum laude*   May 2016

CERTIFICATIONS

Service Design Network, *Service Design Accredited Practitioner*   Aug 2024
Springboard, *UX/UI Design Certification*   Jun 2023
- Completed [capstone projects](#) entailing end-to-end design of native mobile apps using iOS/Android patterns

Scrum.org, *Certified Scrum Master (PSM1)*

SKILLS

Design & Tools
- Design Systems: Component libraries, documentation, governance, Figma
- UX/UI: Wireframing, prototyping, user flows, journey mapping, accessibility
- Service Design: Service blueprinting, ecosystem mapping
- Tools: Figma (primary), Framer, Marvel, Miro, FigJam

Research & Methods
- User Research: Interviews, usability testing, A/B testing, surveys
- Quantitative: Surveys, A/B testing, tree testing, card sorting
- Analysis: Journey mapping, heuristic evaluation, persona creation, affinity mapping
- Workshop Facilitation: Discovery sessions, design thinking, stakeholder alignment

Technical & Collaboration
- Development: HTML, CSS, JavaScript
- Project Management: Agile/Scrum (Certified), sprint planning
- Analytics: Google Analytics, Hotjar, Maze