



# AMY SIT

Strategic UX/UI Designer with 5+ years leading end-to-end B2C & B2B product design in financial services and edtech. Deliver measurable impact through collaborative, research-driven solutions that consistently boost user metrics by >30%. Seeking strategic B2B & B2C design roles balancing user and business goals.

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## EXPERIENCE

### DESIGN LEAD, MURPHY CHARITABLE FOUNDATION 06/2024-now

- Leading team of 10 designers and developers in end-to-end design of B2B/B2C [microlending web app](#) serving 5K+ global users (using Material UI design system)
- Improved user satisfaction by 40% by implementing design changes based on insights from 50+ user interviews (rural Uganda, North America)

### PRODUCT & UX/UI DESIGNER, FINEQUITY 09/2024-12/2024

- Influenced CEO's pivotal product strategy shift from one-time platform to recurring engagement model by conducting in-depth user research & heuristic evaluation
- Validated new product direction with 100% positive user feedback through rapid prototyping and targeted user interviews

### STRATEGY & DESIGN FELLOW, FRIDAY 06/2024-08/2024

- Led end-to-end [design for learning app concept](#), transforming founder's idea into research insights & high-fidelity prototypes ready for investor presentations
- Led ideation/discovery workshops and created detailed service blueprints that visualized pain points and future-state improvements across user journeys

### UX/UI DESIGNER & RESEARCHER, DEV LAUNCHERS 04/2023-05/2024

- Increased user comprehension rate by 40% and satisfaction scores by 35% through iterative design of [recruitment flows for global edtech platform](#) serving 2K+ users, validated through comparative usability testing
- Reduced design cycle time by 30% by establishing documentation standards and consistent design patterns and research guidelines for team adoption

### LEAD RESEARCHER, POLLEN 03/2022-05/2022

- Conducted mixed-method research for market expansion initiatives targeting new demographic segments with 10M+ potential revenue opportunity
- Delivered high-impact research insights within first 2 months in role, contributing to time-sensitive [business development opportunity](#) with high-profile partner

### SENIOR CONSULTANT, CAPGEMINI INVENT 08/2018-07/2021

- Led digital transformation initiatives for financial services enterprise clients, conducting 50+ interviews and 20+ workshops that shaped enterprise platform delivery and improved technology adoption for 2K+ employees
- Collaborated with Chief Corporate Social Responsibility Officer to design and implement new service model for crisis response across 13 countries

## EDUCATION

SERVICE DESIGN NETWORK, SERVICE DESIGN ACCREDITATION 2024

SPRINGBOARD, UX/UI DESIGN CERTIFICATION 2023

QUANTIC SCHOOL OF BUSINESS & TECH, M.B.A. 2022

BROWN UNIVERSITY, B.A., DEVELOPMENT STUDIES 2016

## SKILLS

### RESEARCH & STRATEGY

- Qualitative Research (User interviews, Contextual Inquiry)
- Quantitative Research (Surveys, A/B Testing)
- Competitive Analysis
- Journey Mapping
- Persona Creation
- Usability Testing
- Workshop Facilitation
- Service Blueprints
- Ecosystem Mapping

### UX DESIGN

- User Flows
- Wireframing
- Prototyping (low/high fidelity)
- Information Architecture
- Accessibility
- Heuristic Evaluation

### UI DESIGN

- High-Fidelity Design
- Motion Design
- Component Libraries
- Design Systems
- Responsive Design
- Branding

## TOOLS

- Figma
- Miro
- Framer
- Jira
- Monday
- Qualtrics
- HTML/CSS
- Google Analytics
- Hotjar
- Adobe CS
- Agile/ Scrum
- WCAG 2.2