

# Carly Amado

561-537-9225 | [carly.amado@gmail.com](mailto:carly.amado@gmail.com) | [www.linkedin.com/in/carlyamado/](https://www.linkedin.com/in/carlyamado/) | [www.carlyamado.com](http://www.carlyamado.com)

## Product Experience

Associate Product Strategist, *Amp Up Design* | Contract

Nov 2023 - Present

- Supported the design and development of a public beta software program for equitable career access in tech.
- Defined strategy during discovery by analyzing user research, leading market analysis, and establishing success criteria for proof of concept testing to inform data-driven strategies for both minimum marketable product and minimum viable product. Resulted in prioritized features for design and a competitive go-to-market plan.
- Assisted in defining the product roadmap, gathering requirements, and collaborating cross-functionally with Marketing, Research, and Design teams to guide product trajectory for timely delivery of the first MVP by Phase 6.
- Facilitated team alignment of 25 individuals across 4 teams to align on product strategy by implementing 2 OKR frameworks to streamline the development process with structure and logic, advancing the MVP outline 30% faster.

Digital Product Designer, *Ecommerce, Melody's Remedies* | Part-Time

May 2023 - Present

- Led collaborative design process with the Founder to conceptualize, design, and build a responsive e-commerce platform for a holistic wellness startup, addressing user needs and market demands for competitive positioning.
- Managed, coordinated, and established priorities for the design and feature roadmap, including project organization, planning, research, ideation, wireframing, testing, execution, and outlined KPIs to measure impact.
- Used data analysis to inform content and design, optimizing strategies from consumer behavior, competitive analysis, and SEO trends. Achieved an 8% increase in conversion rates and boosted traffic for sustained growth.
- Spearheaded ongoing B2C ecommerce site development, leveraging findings from site audit, user research, and competitive analysis to create omni-channel selling for an 18% sales increase and 29% visitor growth in the first month.

UX/UI Designer, *Freelance*

December 2021 - August 2023

- Redesigned desktop and mobile user interfaces for optimal usability, informed by A/B testing analysis and insights derived from supporting documentation including personas, journey maps, user flows, sitemaps, and affinity maps.
- Guided collaborative strategy and design sessions with clients using Figma, presenting two design options aligned with business and brand objectives to best communicate client vision within technical feasibility and resources.
- Executed user-focused testing to analyze heatmaps and iterated designs to meet optimal usability and accessibility standards, achieving a test completion rate of up to 93% and a 49% increase in customer satisfaction scores.

## Projects

UX Designer, *New York Coalition Against Sexual Assault* | Contract

April 2024

- Collaborated with Executive Director to overhaul client's website, prioritizing functionality and user experience enhancements for survivors. Worked cross-functionally with project manager, developer, content specialist, and UI specialist to navigate technical constraints and meet stringent deadlines.
- Streamlined content strategy and wireframing to enhance site architecture, interaction design, and usability, resulting in a 40% reduction in site pages and a 33.3% improvement in user resource accessibility.

## Education

Bachelor of Science, Management Information Systems

*University of Florida* | Gainesville, FL

UX/UI Professional Certificate

*DesignLab* | San Francisco, CA

## Skills

Product Development | Wireframing | Sitemaps | User Story Writing | Documentation | Agile Methodology | Digital Experience Optimization | Data Analysis | Information Architecture | SEO | UX Writing | Responsive Design | Accessibility | User Research

## Tools

Figma | FigJam | Adobe Illustrator | Adobe InDesign | Miro | Dovetail | Google Suite | Google Analytics | Trello | Notion | Microsoft Office Suite | Shopify | Squarespace | Wordpress | Omnisend | Hubspot