

Amber Muller

Experience

Design Lead

Frameable | 8/2022 - 2/2024

- Collaborated with the engineering team to implement UX enhancements based on user research findings.
- Executed comprehensive user research studies utilizing Figma to create compelling personas and journey maps, guiding product design decisions; increased user engagement by 30% and conversion rates by 20%.
- Led a lean UX initiative to streamline product development, conducting user research that informed engineering decisions; resulted in a 40% decrease in development time and a 25% increase in user satisfaction.

Years of Experience: 9

Location: Los Angeles

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Portfolio: ambermuller.com

Senior Graphic Designer

Yitty | 1/2022 - 8/2022

- Redesigned and launched Yitty brand's primary home pages to align with market trends, incorporating personalized user experiences and dynamic features; garnered a 15% boost in conversion rates and a 20% decrease in bounce rates.
- Conceptualized and executed 20+ motion graphic designs for social media campaigns, resulting in a 40% increase in engagement and 25% growth in follower count over a 6-month period.

Proficient In

- Figma
- Illustrator
- After Effects
- Photoshop
- XD
- Asana
- Trello
- Notion

Design Lead

Ruggable | 7/2019 - 1/2022

- Orchestrated a multi-channel social media campaign across Pinterest, Facebook, IG, and TikTok, resulting in a 30% increase in brand engagement and a 15% growth in online sales revenue.
- Directed and mentored 5 designers, overseeing project timelines and ensuring deliverables aligned with brand guidelines; led team in executing 10+ successful product launches.
- Implemented a feedback loop system for video and graphic content, leading to a 25% decrease in production time and a 30% improvement in content quality.
- Led a comprehensive monthly study on feedback received from acquisitions, resulting in the implementation of targeted improvements that increased customer retention rates by 20% and boosted annual revenue by \$1.2 million.

Creative Director

The Young Turks | 7/2016 - 7/2019

- Directed the development of brand messaging and visuals across digital platforms.
- Designed and optimized 15+ editorial templates, resulting in a 25% improvement in content consistency, a 20% increase in publication frequency, and a 10% growth in audience reach and engagement.
- Led cross-functional team in creating brand guidelines and training materials.

Education

Columbia College Chicago

