AMYA JACOBS
UX DESIGNER

UX Designer with 10+ years of interdisciplinary experience designing digital products and services.

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PROFESSIONAL EXPERIENCE

Senior UX Designer
Deloitte Consulting
Seattle, WA
Dec 2022 – Present

Designed and shipped web and mobile products for a national healthcare provider with 12+ million members.

- Collaborated with engineering and product partners to consistently meet product OKRs and achieve strategic objectives.
- Used research and data insights to create impactful design solutions, improving member experience and usability.
- Led cross-functional design discovery efforts using user journey mapping and co-design workshops to inform design decisions and improve stakeholder alignment.
- Designed patterns and components, contributing to the evolution and scalability of the design system.

Assistant Director
Stanford University
Palo Alto, CA
Sep 2022 – Dec 2022
(Contract)

Oct 2017 – Sep 2021

Drove innovative digital initiatives for Stanford Graduate School of Business, engaging over 180,000 prospective students and 700,000 web visitors annually..

- Acted as UX and project lead in redesigning MyGSB, an internal MBA website, resulting in a 20% improvement in admitted student satisfaction.
- Constructed 7 new web pages to advance the school's diversity, equity, and inclusion efforts, contributing to an increased representation of underrepresented applicants.
- Designed the UI of the department's first mobile event app, improving the attendee experience.

Marketing Coordinator
Linesight
Dublin, Ireland
May 2016 – Mar 2017

Managed global UX, brand and communication projects as the company rebranded and expanded into new markets.

- Spearheaded the UX design of a new company intranet by leading user research efforts and creating the information architecture and wireframes to illustrate core user flows.

Communications Program Coordinator
Arizona State University
Tempe, AZ
Jan 2013 – Jan 2016

Oversaw art direction while leading a team of 6 in promoting university career resources and 250+ events annually, resulting in a 30% increase in attendance.

- Worked as sole designer to redesign and usability test the Career Services website.
- Developed high-fidelity prototypes of the Career Guide, a desktop educational tool serving 80,000+ students.

ADDITIONAL PROJECT

UX Designer
Graduate Capstone Mobile App
Mar – Aug 2022

Designed Caribou, a mobile app to support location-independent workers while traveling.

- Orchestrated the complete end-to-end design process for Caribou, encompassing site maps, user flows, wireframes, and prototypes.
- Generated design solutions that involve advanced geolocation data filtering and visualizations.

EDUCATION

Master of Human-Computer Interaction + Design (HCI)
University of Washington
Aug 2022

Master of Science, Graphic Information Technology
Arizona State University

Bachelor of Arts, Communication
University of Southern California

SKILLS

Design
Art Direction
Ideation
Information Architecture
Interaction Design
Journey Mapping
Personas
Prototyping
Service Blueprinting
Storyboarding
Visual Design
Wireframing

Research
Affinity Diagramming
Competitive Analysis
Concept Testing
Contextual Inquiry
Heuristic Evaluation
Interviews
Literature Reviews
Participant Recruitment
Survey Design
Usability Testing

Tools
Figma
Adobe CC
ProtoPie
Miro
Lucid
Mural
HTML/CSS/JS