Amanda Marie Harner

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PROFILE

Versatile experience designer + strategist with a proven ability to drive user-centered innovation across web, mobile, + AI-driven platforms. Skilled in solving complex design challenges, optimizing workflows, + implementing cohesive design systems while facilitating stakeholder collaboration

PROFESSIONAL EXPERIENCE

Pipio   **Nov 2023 - Present**

Lead Experience Designer

Conducted user research to assess perceptions of AI avatars' value + identify opportunities to refine the product strategy + ICP. Synthesized insights to inform product roadmap + guide ML research initiatives

Collaborated with product + engineering teams to develop a scalable design system, enabling faster iteration + consistent user experiences, ultimately driving $750,000 in ARR within 12 months

Established feedback loop with users to identify adoption barriers + designed an MVP gamified onboarding flow to drive personalized creation, improving engagement by 15% + conversions by 10%

Designed + optimized self-serve support workflows with minimal engineering effort to enhance overall customer experience, contributing to the team earning G2's "Best Customer Support" award

Slalom   **Nov 2021 - Nov 2023**

Experience Design Consultant

Reimagined data visualization strategy + end-user experience for healthcare client incorporating research into designs, defining a path forward for millions in annual savings + increased time for patient care

Collaborated on business development initiatives + proposal creation, directly contributing to securing contracts valued at over $2M cumulatively, driving company growth + expanding client portfolio

Led user research campaign to create a service blueprint, journey map, + personas that uncovered pain points, identified improvement opportunities, + aligned organization on a strategy to enhance processes

Volunteered personal time to create + co-lead HTML/CSS workshop for non-employees, enhancing the company's community presence while empowering women to explore technical roles + build coding skills

Publicis Sapient   **Nov 2019 - Nov 2021**

Associate Experience Designer

Established a design system in Axure RP for a suite of products, improving team efficiency, ensuring visual consistency + cohesion, + embedding accessibility standards for inclusive design

Managed an internal A/B testing cohort to gather unbiased feedback from colleagues, enhancing design intuitiveness despite limited access to end-users

EDUCATION

Bachelor of Science · James Madison University

Media Arts and Design, Converged Media

Minor in Computer Science

TECHNICAL SKILLS

Figma	Amplitude
Adobe Creative Suite	Hotjar
Optimal Workshop	JIRA