

AMANDA BATCHELOR

Product Designer based in Colorado



amandabatchelor.com

abatch960@gmail.com

EDUCATION

University of Colorado, Boulder

BS in Creative Technologies &
Design

Presidential Scholarship
Aug 2015 - May 2019

SKILLS

Technical

- Figma
- Sketch
- Illustrator
- Photoshop
- InDesign
- After Effects
- Mixpanel
- HTML & CSS

Research

- Competitive Analysis
- Interviews
- Usability Testing
- Persona Development
- Planning & Facilitating Workshops

Design

- User Journeys
- Wireframes
- Interactive Prototypes
- UX/UI
- Visual Design

EXPERIENCE

KATA

JUN 2022

-

PRESENT

Product Designer

- Delivered end-to-end design and strategy for multiple initiatives, leading to KATA's Beta to GA platform readiness.
- Initiated and led successful product discovery workshops that resulted in stakeholder and leadership alignment.
- Strategy and Design Lead for the Milestone feature that resulted in 103% increase in customer usage.
- Conducted interviews with 30 individuals to create Archetypes, resulting in a more effective go-to-market and product design strategy.
- Led the marketing design strategy for Team Feature Launch, resulting in lead conversion rate above industry standard for B2B display ads.

RIVET HEALTH

AUG 2021

-

JUN 2022

Product Designer

- Led research and design efforts for adoption initiatives for Rivet Estimates Product, resulting in 20% increased user engagement and higher customer satisfaction.
- Recruited, conducted and analyzed 12 user interviews that informed senior-level initiatives and Rivet Estimates product roadmap.
- Partnered with the CEO to build the primary VC Deck, resulting in 20M Series B Funding.

HEALTHGRADES

MAY 2019

-

AUG 2021

UX Designer

- Led research and design for the B2B product: HG CRM.
- Collaborated with product managers to write user stories and functional requirements, reducing time spent in agile ceremonies each week.
- Drove the Data Visualization initiative within the Design System, establishing a WCAG accessible standard for data experience implemented across six products.
- Partnered with Solution Consulting to build realistic prototypes aiding in the sales of HG CRM and Engagement Platforms.

Associate UX Designer

- Assisted in persona workshops to develop user testing screeners, streamlining user interview process.

UX Design Intern

- Assisted Lead Designer on Design File Management system to streamline the team's process.
- Partnered with the VP of Product to develop visuals and presentation templates for stakeholder alignment.

KARSH HAGEN

JAN 2019

-

MAY 2019

UX Design Intern

- Supported the product team by creating personas, wireframes, and user journey maps to be presented at RFPs for Denver International Airport, Colorado Tourism Office, and Innovage.