

# AMY ROBERTS

## Product Designer

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## EXPERIENCE

### Zello

Product Design Lead  
Product Designer

📍 Austin, TX

📅 Oct '18–Current

📅 Jan '18–Oct '18

Leading design for consumer and enterprise mobile messaging apps with over 100M international users. Conducting qualitative and quantitative research, defining personas, and translating user needs to product requirements. Designing, prototyping, and validating concepts while building a scalable design system. Promoted to product design lead with management duties within the first year.

### Microsoft

Interaction Designer, Microsoft Teams

📍 Redmond, WA

📅 June '17–Dec '17

Worked on calling and meetings in Microsoft Teams, designing UI flows, interactive prototypes, and high fidelity visuals for the real-time video conference experience. Designed for complex group communication scenarios, accounting for a variety of use cases and states.

UX Designer, Growth

📅 Oct '16–June '17

On the Growth team in Office, explored growth opportunities and designed for experimentation on various surfaces to improve product engagement. Facilitated cross-disciplinary design sprints to validate new concepts.

### FTI Consulting

UX Designer

📍 Seattle, WA

📅 June '16–Sept '16

During graduate school, worked as an intern on the product team to design dashboard integration for FTI Technology's e-discovery software, Ringtail. Assisted in user research, designed UI flows, and created prototypes.

### HigherVisibility

Web Designer / Developer

📍 Memphis, TN

📅 Mar '12–Sept '15

Worked for digital agency to design custom websites and web applications for clients. Responsible for all UX, UI, and visual design. Defined information architecture and created wireframes, prototypes, comps, and style guides. Built responsive WordPress themes using HTML, CSS, JavaScript, and PHP.

### Counterpart

Art Director

📍 Memphis, TN

📅 Oct '11–Jan '13

Contracted at creative agency for design work, including branding, identity, print collateral, page layout, and data visualization. Worked with brand guidelines and completed fast-paced, deadline-oriented work.

### Art Ambush

Designer

📍 Waco, TX

📅 Sept '09–June '10

Operated as sole designer for creative event venue. Maintained WordPress site and designed flyers, posters, merchandise, and outdoor signage. Photographed and edited live events.

## EDUCATION

### University of Washington

Seattle, WA

Sept 2015–Aug 2016

Master of Human-Computer Interaction + Design

### Smartly

<https://smart.ly/>

Jan 2017–July 2017

Master of Business Administration

### Baylor University

Waco, TX

Aug 2007–May 2011

Bachelor of Fine Arts, Graphic Design

## SKILLS

Interaction design

UI design

Prototyping

Visual design

User research

Product strategy

Responsive design

Front-end development

Motion design

Video production

## TOOLS

Sketch

Principle

Adobe CC

InVision

Figma

HTML & CSS

Abstract

Javascript

## ACCOMPLISHMENTS

Passed Smartly MBA program with honors, 2017

Invited to Golden Key International Honour Society, 2016

Dean's List, 2011

Baylor Provost's Gold Scholarship and Baylor Achievement Scholarship