

Amy MacDonald

SENIOR PRODUCT DESIGNER

CONTACT

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- 📍 Salt Lake City, UT
(Open to Remote)

EDUCATION

UX Design Certification
DevMountain | 2020

Communications (BS)
University of Utah | 2015

SKILLS

- Figma
- Figma Make
- Claude
- Cursor
- AI Tooling
- Maze
- Useberry
- User Research
- Usability Testing
- Research Synthesis
- A/B Testing
- SUS Scoring
- Design Systems
- Stakeholder Management

EXPERIENCE

Sr. Product Designer

JobNimbus | Jul 2025 - Present

- Led the Material Orders redesign, closing a critical gap between estimate creation and ordering - driving a 22% increase in supplier adoption (707 → 863 active logos) and contributing to a record \$26.3M in supplier order volume in March 2026.
- Designed two AI-powered features for the ordering flow - Smart Check (real-time error detection) and Create Material Order from Upload (instant order generation from photos or documents) - with Create MO achieving a 94.6 SUS in usability testing with 12 customers.
- Ran a card sorting study with 66 active Material Orders customers, uncovering priorities that weren't on our radar - findings that directly restructured the fulfillment roadmap and brought new features into scope.
- Piloted an AI-assisted prototyping workflow using Claude and Figma Make to build and validate live prototypes with customers before dev handoff - reducing handoff time by 30% and delivering pre-validated specs that cut post-handoff revision cycles.

Product Designer

AffiniPay | Aug 2022 - Jun 2025

- Sole designer on Smart Spend for 2.5 years, taking it from 0 to 1 - owning MVP scoping, two rounds of usability testing across alpha and beta, and continuous feedback loops throughout. Launched to a 72 SUS; first 10 beta firms averaged 22+ transactions per activated card in month one.
- Led two months of upfront discovery for Smart Spend - including foundational insight research and competitive analysis - before touching design, ensuring the product launched on validated foundations.
- Worked directly with C-suite stakeholders and external banking partners throughout the Smart Spend build, while serving as the primary real-world user of AffiniPay's new design system - using components in production before anyone else and directly influencing system decisions from that hands-on exposure.
- Redesigned the Accounting module end-to-end, using findings to identify reconciliation as the core pain point - leading directly to Auto-Reconciliation, which drove a 15% lift in adoption and a 12% drop in support tickets post-launch.

Product Designer

Filevine | Jun 2021 - Aug 2022

- Designed the A2P 10DLC registration flow solo in five weeks, driven by hard carrier regulation deadlines - hundreds of firms registered without service disruption. The notification pattern built for the project was later adopted into Filevine's design system as a standard component.
- Led research on Batch Billing, identified we were solving the wrong problem, and redirected the team to bulk invoicing - presented the pivot to stakeholders and shipped it.

UX Designer and Researcher - Contract

Centeva - Unite.ly | March 2021 - June 2021

- Redesigned onboarding for foster parent users, reducing friction and improving time-to-value for a child welfare platform serving Utah Foster Care.
- Built the company's first design system from scratch, establishing foundational components and patterns where none previously existed.