

AMY MACDONALD

SENIOR PRODUCT DESIGNER

CONTACT

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

EDUCATION

UX Design Certification
DevMountian | 2020

Communications (BS)
University of Utah | 2015

SKILLS

- Figma
- Figma Make
- Claude
- AI Tooling
- Maze
- Useberry
- Wire framing
- Prototyping
- User Research
- Visual Design
- User Story Mapping
- Persona Creation
- Site Mapping
- User Testing
- A/B Testing
- SUS Scoring
- Project Management

REFERENCES

Marcia Dickenson
Former Team Lead
737-704-8023

Phil Martin
Former Team Lead
650-867-0205

EXPERIENCE

Sr. Product Designer
JobNimbus | Jul 2025 - Present

- Designing AI-powered experiences that reduce manual work for production managers in the roofing industry — from territory assignment to material ordering.
- Rebuilt the AssistAI onboarding flow from the ground up, improving task completion and cutting drop-off during setup.
- Created UX for AI-assisted sales territory assignment and scheduling, a net-new workflow for the product.
- Led the Material Orders redesign, identifying a key drop-off point between estimate creation and ordering — then redesigned the workflow to create parity with the sales experience and reduce friction at that handoff, with the goal of increasing ordering adoption.
- Designed Smart Check, an AI-assisted review layer built into the ordering flow to catch human error in real time and help users move faster with more confidence.
- Created the "Create MO from Upload" feature, letting roofers photograph or upload paper documents and instantly generate a material order — eliminating duplicate data entry for a user base that still runs a lot of their business on paper.
- Conducted customer interviews and surveys with owners, office managers, and production managers — the core ordering personas — and partnered with Support and Customer Success to synthesize findings that shaped and validated the fulfillment roadmap.
- Used Figma Make and Claude to prototype and validate concepts faster, shaving time off the design-to-dev handoff cycle by around 30%.
- Partnered with Product Marketing on customer research to keep the roadmap grounded in real user needs.

Product Designer
AffiniPay | Aug 2022 - Jun 2025

- Sole designer on Smart Spend for 2.5 years — took it from 0→1, owning everything from MVP scoping to usability testing across alpha and beta. Launched to a 72 SUS score; first 10 beta firms averaged 22+ transactions per activated card in month one.
- Worked directly with C-suite stakeholders and external banking partners throughout the Smart Spend build, while contributing to a new cross-product design system at the same time.
- Redesigned the Accounting module end-to-end, then used what we learned to identify reconciliation as the biggest pain point — which led directly to building Auto-Reconciliation.
- Designed Auto-Reconciliation from scratch — 15% lift in adoption and a noticeable drop in support tickets after launch.
- Ran discovery, usability testing, A/B testing, and research synthesis across multiple products and used those findings to help shape and prioritize the roadmap.
- Contributed scalable interaction patterns and accessibility improvements to the AffiniPay Design System.

Product Designer
Filevine | Jun 2021 - Aug 2022

- Sole designer on Billing and Timekeeping — shipped improvements across invoicing, time entries, and bulk invoicing that law firms used every day.
- Designed the A2P 10DLC registration flow solo, on a five-week deadline set by carrier regulations. Hundreds of firms registered without any service disruptions.
- Led research on Batch Billing, figured out we were solving the wrong problem, and pivoted the direction to bulk invoicing. Presented to stakeholders and shipped it.
- Built a multi-state notification banner for the A2P project that ended up getting pulled into Filevine's design system as a standard pattern.

UX Designer and Researcher - Contract
Centeva - Unite.ly | March 2021 - June 2021

- Redesigned onboarding for foster parent users, working directly with a product owner and offshore dev team.
- Partnered with Utah Foster Care to build custom tools for application management and tracking.
- Created guided product tours and UI updates that reduced onboarding friction and helped get users to value faster.