

AMY MACDONALD

SENIOR PRODUCT DESIGNER

CONTACT

- ✉ ammacd26@gmail.com
- ☎ 801-518-5689
- 💻 amymacd-ux.com
- 🌐 linkedin.com/in/amymacd
- 📍 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

- Owned end-to-end design for the MyCase Smart Spend across multiple launch phases, including Alpha and Beta releases that earned a 72 SUS score and strong early adoption.
- Overhauled the Accounting module's UX, improving task completion rates and reducing errors that affected financial accuracy.
- Redesigned Auto-Reconciliation — a 15% lift in adoption and a noticeable drop in support tickets followed.
- Took SmartSpend from 0→1, scoping the MVP and defining the experience for a brand-new expense management product.
- Ran customer discovery, A/B testing, and research synthesis to inform strategy and help prioritize what shipped.
- Worked closely with engineers and PMs to build out scalable interaction patterns within the AffiniPay Design System, and contributed to modernization efforts that improved accessibility across products.

Product Designer

Filevine | Jun 2021 - Aug 2022

- Primary designer on Billing and Timekeeping — shipped usability improvements across invoicing, time entries, and batch billing workflows used by law firms.
- Helped launch A2P 10DLC texting and bulk invoicing, two features that meaningfully expanded what firms could do from within the product.
- Led research on Batch Billing and Mirrored Fields and translated those findings into clear, actionable feature recommendations.
- Contributed reusable components and documentation to Filevine's design system for cross-team adoption.

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.