

Amanda Roland

A product design leader focused on building teams that deliver elegant and intuitive end-to-end solutions for SMB, enterprise, and consumer SaaS products.

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RELATED EXPERIENCE

Global Payments

Director, Product Experience, 03/2022 - CURRENT

Sr. Manager, Product Experience, 08/2020 - 03/2022

Manager, Product Experience, 05/2018 - 8/2020

Product Design & Marketing Specialist, 03/2017 - 05/2018

Drives strategy and vision across B2B and B2C products; increasing revenue stream from a six-figure to nine-figures over two years

Leads and mentors a talented, multi-disciplinary team of design managers and product and graphic designers who deliver across various brands and countries

Partners directly with various vendors, including Google, guiding product design teams in delivering first-mover engagement products in the fintech industry

Collaborates cross-functionally with product management and engineering; establishing roadmaps, and KPIs according to design standards, branding, and user needs throughout the product development lifecycle

Spearheaded creation, successful implementation, and continued maintenance of a design system that resulted in a 50% increase in design team efficiency and production

Guides process development and implementation with a focus on agile methodologies

Fosters team engagement and performance through coaching critical skills development, project delegation, and a focus on team culture

Directs user and competitive research; interpreting data for product enhancements and user experience (UX) improvements

Manages project management tools and design systems for the team that are used to keep up with a changing technological landscape

Launched new products in six international countries, leading design localization efforts of adapting products to cultural and language differences in target markets

AmRo Designs

Design, Marketing, and Communications Director, 2015-2018

Developed, deployed, and optimized print and digital campaigns; managing scope of work, budget, and timelines

Designed marketing, sales, market research materials, and web designs from concept to final product for a consistent and effective brand presence

American Bar Association - ABA Journal

Design and Marketing Coordinator (Contract), 08/2016 - 12/2016

Designed marketing strategies including email, web content, in-house ads, social media strategy, and print mailers for new subscription program

SKILLS

People Management
managers and individual contributors

Leadership and coaching

Product Strategy

Agile Methodologies

Cross-functional communication

Creative Direction

Design Thinking

User Research

User Stories

Figma • Sketch • InVision

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Pendo

EDUCATION

Loyola University Chicago

Graphic Design Professional
Certificate

California State University of Bakersfield

Bachelor of Arts in Sociology