

AMANDA ROLAND

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PROFILE

Product design leader with 10+ years transforming complex digital products and 5+ years building and scaling multidisciplinary design teams. Currently leads product design for point-of-sale and value-added services at Global Payments, partnering with Product and Engineering to shape strategy, modernize platforms, and improve business and customer outcomes. Experienced leading globally distributed teams across B2B, B2C, SaaS, mobile, and web ecosystems.

KEY ACCOMPLISHMENTS

- ▶ Contributed to growing the Analytics Product Suite revenue stream from a six-figure revenue stream to \$140M ARR through design leadership
- ▶ Increased design team efficiency by 50% through creation, implementation, and governance of an enterprise design system
- ▶ Reduced delivery timelines by 60% through standardized product and integration documentation frameworks
- ▶ Directed three post-merger design integration programs involving 100+ SMEs and executives, completing each on time and under budget
- ▶ Spearheading WCAG 2.2 and EN 301 549 compliance across enterprise POS ecosystem, establishing scalable accessibility standards across design and delivery

EXPERIENCE

Director, Product Experience · Global Payments, Inc. *March 2022 – Present*

- ▶ Lead and scale a multidisciplinary team of 10, including two design managers and eight individual contributors, strengthening role clarity, operating models, and career development
- ▶ Directs design strategy across the product development lifecycle, partnering with Product and Engineering to frame problems, shape product direction, influence roadmap priorities, and establish quality standards
- ▶ Implementing AI-assisted design and documentation workflows to improve team throughput, consistency, and delivery at scale; starting with research synthesis and accessibility documentation speed
- ▶ Spearheading a business-wide product modernization effort across 300+ merchant-facing POS screens, delivering WCAG 2.2 Level A and AA and EN 301 549 compliance to reduce material legal and regulatory risk
- ▶ Headed adoption of an enterprise design system across product lines, establishing component standards, governance models, and usage rules that cut design and engineering rework across countertop, handheld, mobile, PWA, and portal surfaces

- ▶ Established research and measurement practices spanning competitive analysis, usability testing, customer feedback, adoption, accessibility, and post-launch product performance to inform sequencing and investment priorities

Senior Manager, Product Experience · Global Payments, Inc. *August 2020 – March 2022*

- ▶ Scaled the design organization and operating model during rapid international expansion, introducing agile methodologies, hiring and developing designers while establishing shared reviews, rituals, and cross-functional practices
- ▶ Led the redesign and expansion of the Analytics Product Suite, improving product clarity, self-service onboarding, and customer value as the product grew from six-figure revenue to \$140M ARR
- ▶ Led localization of product, billing, and merchant-onboarding experiences across ten countries while expanding the SaaS portfolio into new domestic and international channels
- ▶ Partnered with Google and Mastercard on first-mover fintech engagement products, directing external design teams to ship on time and on brand while building API integration expertise to support scale

Manager, Product Experience · Global Payments, *May 2018 – August 2020*

- ▶ Built the business's first product design team, defining roles, hiring designers, introducing agile practices, and establishing foundational design operations
- ▶ Created the company's first design system, increasing design-team efficiency by 50% through shared components, interaction standards, and documentation
- ▶ Reduced delivery timelines by 60% through standardized product and integration documentation
- ▶ Led post-merger design integration across 100+ SMEs and executives

Product Design & Communication Specialist · Global Payments, *March 2017 – May 2018*

- ▶ Led end-to-end product design and research across complex merchant workflows, partnering with Product and Engineering from discovery through implementation

Earlier Experience

- ▶ Visual Design & Marketing Director at AmRo Designs, , 2015–2018
- ▶ Marketing Communications Manager at The Karen Martin Group, 2010–2015

CORE CAPABILITIES

Leadership: Design strategy, organizational design, team scaling, manager development, executive influence, OKR and KPI definition, PDLC integration, governance, resource planning,

Product & Design: Platform and workflow design, design systems, accessibility, research strategy, AI-assisted design workflows, design operations

EDUCATION

B.A. in Sociology · California State University, Bakersfield

Professional Certificate in Graphic Design · Loyola University Chicago