

# Amanda Roland

## Design Operations Leader

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### PROFILE

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Design operations leader with **10+ years building the programs, systems, and culture that make design orgs thrive** — and 5+ years leading multi-disciplinary teams at scale. At Global Payments, I've built design systems from scratch, established governance and rituals, driven cross-functional alignment across Product, UX, and Engineering, and scaled a design team from the ground up. I operate at the intersection of strategy and execution — identifying operational gaps, designing scalable solutions, and driving them to completion across distributed stakeholders. **Energized by the infrastructure work that multiplies design impact: onboarding programs, tooling decisions, process standards, and ways of working that turn a groups of designers into a high-performing, healthy teams.**

### EXPERIENCE

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**Director, Product Experience** · Global Payments, Inc. Mar 2022 — Present

*Leading design operations, strategy, and delivery across enterprise B2B and B2C SaaS platforms in fintech.*

- Directed the Genius Modernization Initiative (GMI) as a complex, multi-year horizontal program — scoping, sequencing, and managing delivery across 200+ merchant-facing POS screens and distributed teams while balancing compliance deadlines, engineering constraints, and rollout risk.
- Established design system governance for Genius S: authored component standards, usage rules, and adoption frameworks that scaled consistent, accessible experiences across six surface types (countertop, handheld, mobile, PWA, portal) and measurably reduced design/engineering rework.
- Championed a capability-based incremental release strategy for GMI Phase 2 that reduced rollout risk, enabled earlier compliance validation, and maintained delivery momentum — now replicated across product lines.
- Partnered directly with Legal to co-create externally defensible accessibility documentation (VPATs, ACRs, accessibility statements), positioning design as a trusted enterprise risk management partner.
- Lead a multi-disciplinary team of design managers, product designers, and graphic designers; model a player/coach approach that balances strategic direction with close engagement in craft, process, and team health.
- Drive cross-functional research synthesis and presentation to executive audiences; informing roadmaps
- Guide external design teams at Google and Mastercard on first-mover fintech products, influencing delivery and quality without direct authority.

**Sr. Manager, Product Experience** · Global Payments, Inc. Aug 2020 — Mar 2022

*Scaled design team operations and cross-functional working model during rapid international expansion.*

- Established alignment rituals across Product, UX, and Engineering leadership with shared design reviews, communication cadences, and decision-making frameworks that reduced friction and improved delivery predictability across teams.
- Grew the Analytics Product Suite from a six-figure revenue stream to \$140M+ ARR by designing and executing a product clarity and self-service onboarding strategy, then successfully transitioned ownership to direct reports to sustain growth.
- Launched products in four international countries simultaneously, coordinating localization, billing UX, onboarding flows, and support design across multiple product and engineering teams.
- Expanded SaaS product portfolio into four new domestic channels by leading design-led differentiation efforts — each contributing seven-figure incremental revenue streams.

**Manager, Product Experience** · Global Payments, Inc. May 2018 — Aug 2020

*Built foundational design operations infrastructure and drove the company's first enterprise-wide design system.*

- Built and scaled a design team from the ground up: defined roles and career ladders, established agile rituals and process, and coached IC skills — creating the operational foundation the team still runs on today.

- Created and implemented an enterprise design system that increased design team efficiency by 50% — shared components, interaction standards, and documentation that scaled across product lines and surface types.
- Standardized product and integration documentation frameworks, reducing design-to-delivery timelines by 60% across teams
- Drove two post-merger design integration programs spanning 100+ SMEs and executives, delivering on-time and under-budget across parallel workstreams.

**Product Design & Communication Specialist** · Global Payments, Inc.

Mar 2017 — May 2018

- Conducted UX research to define design direction for the Analytics Product Suite and reporting dashboards.
- Produced end-to-end UI/UX concepts, wireframes, high-fidelity comps, and prototypes across web and mobile surfaces.
- Collaborated with product and engineering in fast-moving environments to ensure designs were executed as intended.

**Visual Design & Marketing Director** · AmRo Designs

2015 — 2018

- Developed, deployed, and optimized print and digital campaigns for SMB clients; managed scope, budget, and timelines from concept to final product.

**Marketing Communications Manager** · The Karen Martin Group

2010 — 2015

- Led brand strategy across subscription growth, social media, and KPI reporting; spearheaded international launch campaigns for two award-winning books.

**KEY ACCOMPLISHMENTS**

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- Built design team and operations infrastructure from zero — roles, process, tooling, rituals — driving a **50% efficiency gain** from design system implementation.
- Scaled the Analytics Product Suite from six-figure revenue to **\$140M ARR** (2018–2020) and transitioned ownership to direct reports, sustaining growth.
- Delivered **WCAG 2.2 and EN 301 549 compliance** across the enterprise POS ecosystem — eliminating regulatory exposure and establishing scalable accessibility standards.
- Reduced delivery timelines by **60%** through standardized documentation and process frameworks.
- Directed two post-merger design integration programs with **100+ SMEs and executives** — on-time and under-budget.
- Launched products in **six international countries**, coordinating localization, onboarding, and support design end-to-end.

**SKILLS & TOOLS**

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**Design Operations:** Program management, process design, design governance, onboarding & enablement, team rituals & culture, tooling evaluation and rollout, ways-of-working frameworks

**Leadership:** Team management (managers & ICs), cross-functional influence without authority, thought partnership, coaching & mentorship, organizational design, player/coach

**Design:** Design systems, end-to-end product design, accessibility (WCAG 2.2, EN 301 549), UX research, omni-channel experience design, AI/automation product design

**Process:** Agile, OKRs, roadmapping, qualitative & quantitative research, risk identification and mitigation, change management

**Tools:** Figma, Claude, Gemini, Pendo, Jira, Asana, Notion, Adobe Creative Cloud

**EDUCATION**

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**Visual Communication Professional Certification** · Loyola University Chicago

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