

Amanda Roland

PRODUCT DESIGN | UX/UI | SaaS | LEADERSHIP

Product design leader with 10+ years of experience focused on building teams that deliver elegant and intuitive end-to-end solutions for SMB, enterprise, and consumer SaaS products.

PROFESSIONAL HIGHLIGHTS

- Orchestrated the expansion of the product design team from its initial solo designer to a cohesive and dynamic unit of 8 talented professionals.
- Increased design team efficiency by an estimated 50% through design system implementation
- Launched new products in 7 countries, leading design localization efforts in target markets
- Strategically guides design vision and product strategy, driving a revenue surge from 6 to 9 figures within a span of two years

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

- Leads and mentors a talented, multi-disciplinary team of 8 design managers, product, and graphic designers who deliver across various brands and countries
- Drives design strategy and product vision across B2B and B2C SaaS products with an increased revenue stream from 6 to 9 figures over two years
- Launched new products in six international countries, leading design localization efforts – adapting products to cultural and language differences in target markets
- Increased design system efficiency by an estimated 50% through the creation, successful implementation, and continued maintenance of a design system
- Partners directly with various vendors, including Google and Mastercard – guiding design teams in delivering first-mover engagement products in the fintech industry
- Collaborates cross-functionally with product management and engineering; establishing roadmaps, KPIs according to design standards, branding, and user needs throughout the product development lifecycle

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SKILLS

People Management
managers and ICs

Leadership and coaching

Product Strategy

Agile Methodologies

Cross-functional
communication

Creative Direction

Design Thinking

User Research

User Stories

Figma

JIRA

Pendo

Confluence

Lucid Chart

Smartsheet

Weekdone

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

EDUCATION

Loyola University Chicago

Graphic Design Professional
Certificate

California State University of Bakersfield

Bachelor of Arts in Sociology

- 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, user experience (UX), and user interface (UI) improvements
- Oversees project management tools and design systems for the team that are used to keep up with a changing technological landscape

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

The Karen Martin Group

Marketing Communications Manager, 2010 – 2015

- Spearheaded international launch campaigns for two award-winning books
- Conducted user research through surveys and tactical inquiries
- Drove strategy for and management of the company brand through growth of multiple subscription lists, social media presence, and regular KPIs analysis
- Executed product promotions to increase sales and expand client base