

# Amanda Allsup

A passion for building great user-centered design and experiences.

## Contact



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## Education

**BFA in Communication Design**  
with a concentration in  
User Experience Design,  
University North Texas,  
Denton, TX, USA

**Minor:**  
Art History,  
Metalsmithing & Jewelry

**Certificate:** Photo Retouching  
Tarrant Community College,  
Fort Worth, TX

## Technologies

- In-vision
- Adobe XD
- Adobe Photoshop
- Axure
- Adobe Illustrating
- Sketch
- Adobe InDesign
- Miro
- Figma
- WordPress

## Activities

- Stained Glass/Fused Glass
- Metal-smithing
- Spreading environmental awareness
- Furniture Restoration
- Photography

## Profile

User-centric digital designer looking to pair academics with a passion to create intuitive solutions for users (B2B and B2C) while considering multiple devices, platforms, or screens. Understands collaboration required between business and technology to create experiences that resonate by leveraging customer-focused creativity, service-centered attitude, and understanding of digital trends

## Skills & Abilities

### Strategic Planning

- Usability Audits
- Customer & Competitor Analysis
- Information Architecture
- Design Thinking
- Collaboration
- Communication Skills (Written, Verbal, Visual)
- Implementation with Developers

### UI Design

- UI Prototyping
  - (InVision, or XD and Axure)
  - Low, clickable, & high fidelity
- Wire-framing
- Color, Typography, and Layouts
- Interactivity and Animation
- Represent of synergistic elements on the page
  - Image, navigation, buttons or content

### User Experience

- User Empathy
- Design Research
- Testing and Iterative Design
- Personas
- Journey Maps
- User Flows
- Ethnography
- A/B Testing
- Mobile Responsive

## Experience

### JUNIOR UX DESIGNER

#### Titan Associates

Jan 2020-Freelance

Assignment to conduct research, and utilize the company's existing branding to document each of three outlined customers.

- Created personas and journey maps
- Documented recommendations for mobile application functionality

### UX/UI DESIGNER

#### Lennox International

April 2021-August 2021

Contract upon completion of a degree in order to continue development of UX/UI skill-set in an otherwise challenging COVID job market.

- Completion of the assigned project to design "Dark Mode" of mobile field application in order to facilitate use in low situations such as attics and crawl spaces
- Partnered with project managers, Product Owners, BAs, Front-End Developers, and SMEs to execute UX deliverables for eCommerce enhancement backlog
- Validated with engineering that concepts were feasible and in compliance with Cirrus standards throughout the SDLC
- Communicated updates concerning the status and progress of the project to leadership
- Designed or implemented the following: Visuals, workshops, Insights readouts, Personas, Journey Maps, Wire-frames, User Testing, and UX research