AMANDA SCHMUTZLER

PRINCIPAL USER EXPERIENCE DESIGNER
CREATING USER DRIVEN DESIGNS FOR OVER 15 YEARS

CONTACT

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EDUCATION

M.A. PSYCHOLOGY
OPTION: HUMAN FACTORS
California State University, Northridge

B.A. PSYCHOLOGY
MINOR: CHILD DEVELOPMENT
California State University, Chico

EXPERTISE

- Understanding UX/UI Trends
- User-Centered Design
- Design Thinking
- Design Systems
- Problem Solving
- User Advocacy
- Customer Journey Mapping
- Information Architecture
- Interaction Design
- Wireframing
- Prototyping
- Figma, Sketch, InVision, Axure
- User Research
- Visual Design
- Agile Methodology
- Accessibility Standards
- Stakeholder Engagement
- Leadership and Mentorship
- Cross-functional Collaboration

WORK EXPERIENCE

Walmart Marketplace

Principal User Experience Designer   **Aug 2022 - Present**

- As the lead designer for the Walmart Marketplace Brand Portal, I enhanced the user experience by collaborating with diverse teams to ensure alignment with business goals.
- Through user research and usability testing, I gathered valuable insights to develop wireframes, prototypes, and high-fidelity designs tailored to Brand Portal.
- By understanding the unique needs and goals of brand partners, I created a user-friendly portal that provides intuitive and efficient tools for brand management.
- With a deep understanding of the Walmart Marketplace ecosystem, I ensured that the Brand Portal seamlessly integrated with existing features and aligned with the overall platform strategy.
- Maintained brand consistency across the platform while implementing accessibility standards.

Capital One

Design Manager | Senior User Experience Designer   **Mar 2020 - July 2022**

- Utilized user-centered design principles to optimize and streamline the auto loan process, ensuring a smooth and efficient experience.
- Collaborated closely with product management and engineering teams to research and validate problems and solutions.
- Continuously evaluated designs and sought impactful improvements to benefit all participants in the car buying process.

Kaiser Permanente

Senior User Experience Designer   **Jan 2018 - Mar 2020**

- Improved the user experience in the medical industry by working closely with product managers, developers, and the design team to create and build UI/UX comps and prototypes for web and mobile devices.
- Ensured all deliverables were ADA compliant, allowing customers to access care anytime, anywhere.

Disney

Senior User Experience Designer   **Jan 2017 - Jan 2018**

- Collaborated with a team to enhance the user experience for Disney employees, aiming to "bring the magic inside."
- Played a key role in translating business strategy into user-friendly products.
- Defined UX strategy, created platform-specific designs, developed interactive prototypes, and conducted user research and testing for the residual payments system and the Disney music group content management system.

McGraw Hill Education

User Experience Designer   **Nov 2013 - Dec 2016**

- Tackled interface design challenges, created intuitive designs and improved the user experience for web-based products in K-12, higher education and consumer markets.
- Led usability tests, integrated rapid prototyping to validate concepts and collaborated closely with product managers, UX managers, UX designers, researchers and developers.

Extron

Interaction Designer   **Jun 2011 - Nov 2013**

- Developed both low and mid-fidelity interactive prototypes using various prototyping applications to meet design and behavioral specifications.
- Established software requirements, behaviors and workflows.
- Engaged with stakeholders and developers throughout the software development process to create multiple software applications.
- Conducted usability tests and on-site user research.

usercentric

User Experience Analyst   **May 2010 - Aug 2010**

- Identified problems and gathered insights to address complications across various technological devices.
- Facilitated focus groups and conducted usability tests to inform solutions.