

AMES LEEKING

Product Designer

DETAILS

ADDRESS

Portland

PHONE

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EMAIL

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LINKS

[Product Design](#)

[Graphic Design](#)

SKILLS

Figma

Adobe Creative Suite

Problem Solving

Communication

Adaptability

Ideation

Wireframing

Prototyping

User Research

PROFILE

Product Designer adept at boosting conversions, enhancing user proficiency, and elevating brand image, committed to user-centric design.

EMPLOYMENT HISTORY

UX and Digital Designer, Freelance

Portland< OR

May 2023 — Present

Responsibilities

- > Guiding teams through brainstorming and design-thinking sessions.
- > Documenting and creating artifacts such as user flows, user journeys, personas, and information architecture.
- > Working end-to-end in the design process, including user research, leading ideation sessions, user testing, and stakeholder presentations. Moving users through the customer funnel from awareness to conversion by creating websites, design systems, and visual identities.

Impact

- > Supporting users with thoroughly researched, tested, and user-friendly experiences.
- > Measuring results such as higher conversion rates that directly impact revenue and business growth.
- > Enhancing brand image and credibility.

Product Designer, OtherLeft

Remote

Jun 2022 — May 2023

Responsibilities

- > Lead Product Designer on the agile team using human-centered design to solve user pain points and meet business goals.
- > Worked end-to-end (user research, lead ideation sessions, wireframing, user testing, stakeholder presentations, and prototypes) in the design process to maximize user proficiency through gaining user trust in the data, implementing an updated design system, and creating stellar UI.

- > Document and create artifacts such as user flows, user journeys, a site map, and affinity maps.

Impact

- > Created an MVP from the ground up to meet the business KPI's (employee retention, user proficiency, number of engaged qualified leads in the sales funnel).
- > Conducted and analyzed user research that validated the product and its needed redesign.
- > Worked closely with engineers to update a current product that had timely, accurate, and trustworthy data. This increased user proficiency.

Product Designer, Geode Capital Management

Remote

Jan 2022 — Dec 2022

Responsibilities

- > Worked on every stage of the product development process; from research, ideation, and concept to strategy, UX, and visual design
- > Continuously iterated and improved upon multiple products and features based on user feedback, stakeholder feedback, user testing, and product experiments
- > Introduced Design Thinking to the firm building trust, transparency, structure and accountability.

Impact

- > Shipped high-value features that increased user efficiency and met business growth goals
- > Solved user pain points to consolidate their workflow into one app instead of six
- > Moved the firm from a waterfall to a design thinking process which led to effective, precise, and scalable software.

Senior Designer, Portland Coffee Roasters

Portland

Jun 2014 — Apr 2021

Responsibilities

- > Successfully led and coordinated design, motion, and photography projects from concept through completion at multiple touch points; digital and retail.
- > Undertook extensive research to identify and define gaps within the customer base.
- > Lead Designer coordinating a year-long rebrand that included visual identity, retail spaces, marketing, merchandise, digital, and e-commerce spaces with multiple stakeholders.
- > Advocate for customers and provide strategic leadership rooted in user-centered design, user research, customer analytics, and business goals.
- > Worked closely with stakeholders to create a materialized unified vision that met business and customer goals.
- > Mentored other designers, providing direction and feedback.

Impact

> The website rebrand led to a 120% increase in e-commerce sales.

> Retail sales increased nationwide by 20%.

> The company was able to donate more money to small coffee farms due to an increase in revenue.

EDUCATION

UX Design Certificate , General Assembly

Remote

Dec 2021 — May 2021

MA Photography, University of the Arts
London

London, UK

BFA, Graphic Design, Middle Tennessee State University
Murfreesboro, TN