

Amanda Meeks

Senior UX Architect & Designer

CONTACT



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SKILLS

Information Architecture
Sitemap Creation
Wireframing
Prototyping
UX Design
Content Strategy
User Research
Session Facilitation
Card Sorting
Tree Testing
Empathy Mapping
Persona Development
User Flows
Journey Mapping
Collaboration
QA Testing
Functional Annotations
Design Systems

TOOLS

Sketch
InVision
Axure
Adobe Xd
Jira
Zeplin
Figma
Mural
draw.io
Illustrator
Photoshop

EDUCATION

Iowa State University
Bachelor of Arts, Advertising
2008 - 2012

EXPERIENCE

Daugherty Business Solutions

April 2021 - present

Senior Consultant - UX Architect

- Join agile transformation of rapidly growing UX team within a Fortune 500 financial company
- Assume role of UX Designer on individual product team within portfolio
- Collaborate with Product Owner, Business Analyst, and UX Researcher to develop ideas and enhancements to regularly test with user base
- Deliver designs to tech team with proper annotations and functionality specs

HLK

Dec 2017 - March 2021

Senior UX Architect

UX Architect

- Develop and execute discovery plans that include stakeholder/user interviews, empathy maps, user maps, customer journeys, and content plans
- Establish and develop site and product architecture by creating sitemaps, information architecture, wireframes, and clickable prototypes
- Collaborate with account, strategy/planning, creative, and technology departments to develop the best user experience possible that meets business and marketing objectives for our clients
- Lead company-wide Design Thinking Methodology training
- Help build and develop the newly created user experience department and establish agency-wide processes

HLK

Aug 2014 - Dec 2017

Strategist

- Translate business objectives into strategic communications
- Highly involved in each campaign tactic from the ideation phase all the way through execution
- Act as UX lead on digital projects creating user flows, site map diagrams, wireframes, clickable prototypes and highly detailed user stories
- Work closely with Art Director during design to keep brand strategies top of mind
- Develop and oversee content initiatives of all sizes utilizing a content messaging calendar for entire digital ecosystem
- Develop marketing automation programs centered around prospect acquisition, churn prevention, and customer nurture

Integrity

Jan 2013 - Aug 2014

Project Lead and Content Strategist

- Act as some combination of project manager, product owner, account/client manager, UX lead, social media manager, copywriter, QA tester, marketing manager, and/or website manager for a variety of clients, depending on project need(s)

Webspec Design

May 2012 - Dec 2012

Digital Specialist

- Responsible for a smattering of entry-level responsibilities including website and account management, but most of my time spent here was simply learning what a web agency and development firm was really like
- It was not until my next job that I was introduced to the world of UX