

Amy Knowlton

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SUMMARY

UI/Visual Designer focused on creating thoughtful, user-driven digital experiences that balance usability, visual quality, and business goals. Background spans both product and marketing design, including responsive websites, mobile interfaces, branded digital experiences, and design systems. Experienced collaborating across fast-paced agency and product environments to deliver intuitive, impactful design solutions.

WORK EXPERIENCE

RYNO Strategic Solutions (acquired by EverService LLC)

Remote

UI/Visual Designer

Dec 2024 - Present

- Designed responsive, conversion-focused websites that balanced brand, usability, and business goals across a wide range of clients
- Collaborated closely with project managers, developers, QA teams, and fellow designers to deliver polished, high-performing digital experiences
- Adapted quickly across high-volume projects and shifting priorities while maintaining strong attention to detail and design consistency
- Partnered with cross-functional teams to align user experience decisions with client goals and long-term success
- Built strong working relationships through clear communication, collaboration, and thoughtful problem-solving
- - Used HTML/CSS knowledge to support implementation, refine final builds, and maintain design integrity throughout development

Roon Labs (acquired by HARMAN in Nov 2023)

Remote

UI/UX Designer

Feb 2020 - May 2024

- Owned projects through all stages, encompassing research, creation of wireframes and prototypes, crafting of final visual designs, provision of detailed specs for developer handoff and design audits.
- Redesigned desktop and mobile app interfaces to reflect a clean, modern, user-friendly aesthetic, resulting in higher user satisfaction and engagement.
- Developed and managed a comprehensive design system, boosting team productivity by 50%.
- Collaborated with cross-functional teams to deliver new, user-friendly features to a customer base of over 100,000.
- Played a key role in designing the ARC mobile app interface, which garnered over 60,000 users in its first six months.

The Moret Group

New York, NY

Designer

Nov 2017 - Feb 2020

- Developed four annual collections for Women's Activewear & Athleisure, contributing to improved customer satisfaction and retention.
- Conducted market research to inform brand and trend presentations, ensuring alignment with industry forecasts and consumer preferences.
- Managed the aesthetic approval process for color, print, and trims, and produced technical sketches and line plans, enhancing design process efficiency.

Garan Inc

New York, NY

Designer

July 2015 - Sep 2017

- Implemented the design process from ideation to production for multiple sportswear lines, contributing to a broader product range and enhanced sales performance.
- Managed and guided the activities of an Assistant Designer and Graphic Designers, fostering a collaborative and efficient team environment.
- Facilitated garment fittings to maintain quality assurance, aligning finished products with design specifications and company quality standards.

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WORK EXPERIENCE CON'T

Outerstuff LTD

New York, NY

Associate Designer

Nov 2012 - Jul 2015

- Collaborated with the Senior Designer to develop Boys', Girls', and Juniors' NFL collections, producing up to 50 designs per quarter.
- Designed and proofed graphic artwork and prints.
- Coordinated with sales and merchandising teams to design and assemble presentation boards and catalogs tailored to customer specifications.

Ralph Lauren

New York, NY

Freelance Designer

Mar 2012 - Oct 2012

- Partnered with cross-functional teams to conceptualize and design seasonal men's collections, resulting in the creation of 25-30 hand-sketched styles per season.
- Worked with the Graphic, Logo and Trim teams to execute handoffs and stat creation.
- Created and annotated detailed artwork for high-profile projects, including designs for the London 2012 Summer Olympics.

EDUCATION

CareerFoundry

UI Design Certification

University of Cincinnati

Bachelor of Science, Fashion Design

SKILLS

User Interface Design • Visual Design • User Experience Design • HTML & CSS • Wordpress • Wrike • ClickUp • Hive • Wireframing • Prototyping • Design Systems • Figma • Sketch • InVision • Iconography • Typography • UX Research • Usability Testing • User Personas • Mobile App Design • Trend Analysis • Visual Design • InDesign • Illustrator • Photoshop • Jira • Confluence • Slack • Miro • Balsamiq • Flinto