

Amy Knowlton

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SUMMARY

UI/Visual Designer with 6+ years of experience designing responsive websites, digital products, and design systems across agency and product environments. I create thoughtful, user-centered digital experiences that balance visual craft, usability, and business goals.

WORK EXPERIENCE

Dec 2024 - Jul 2026 | Remote

UI/Visual Designer // RYNO Strategic Solutions (acquired by EverService LLC)

- Designed 40+ responsive marketing websites that improved usability, strengthened brand trust and supported lead generation across a diverse client portfolio.
- Collaborated cross-functionally with project managers, developers, QA specialists and SEO strategists to deliver responsive WordPress websites from concept through launch.
- Managed multiple concurrent website projects while maintaining consistency across branding, UX and visual design.
- Applied UX principles to simplify navigation, improve content hierarchy, and align digital experiences with client business goals.
- Partnered with developers, leveraging HTML/CSS knowledge to ensure design fidelity through launch.
- Adapted established design systems and templates to create scalable, brand-aligned websites for diverse clients.

Feb 2020 - May 2024 | Remote

UI/UX Designer // Roon Labs (acquired by HARMAN in Nov 2023)

- Owned product design projects from research and wireframes through prototyping, visual design, developer handoff, and design QA.
- Redesigned desktop and mobile app interfaces to improve usability, modernize the user experience and increase user satisfaction and engagement.
- Developed and managed a comprehensive design system, boosting team productivity by 50%.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to deliver user-friendly features for 100,000+ users.
- Played a key role in designing the ARC mobile app interface, which garnered over 60,000 users in its first six months.

Nov 2017 - Feb 2020 | New York, NY

Designer // The Moret Group

- 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.

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WORK EXPERIENCE CON'T

Jul 2015 - Sep 2017 | New York, NY

Designer // Garan Inc

- 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.

Nov 2012 - Jul 2015 | New York, NY

Associate Designer // Outerstuff LTD

- 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.

Mar 2012 - Oct 2012 | New York, NY

Freelance Designer // Ralph Lauren

- 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, Apparel Design

SKILLS

Design: UI • Visual Design • UX • Responsive Design • Design Systems • Information Architecture • Wireframing • Prototyping • Mobile Design

Front-End: HTML/CSS • WordPress • Webflow

UX: UX Research • User Flows • Personas • Usability Testing

Tools: Figma • Photoshop • Illustrator • Sketch InDesign • Webflow • Jira • Confluence • Wrike • ClickUp