Amy Kissinger

UX Designer & Creative Leader

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Experience

Assistant Director of UX • DriveTime • May 2023 – Present

- Partner with product and executive team to define user experience strategy, driving 15% YoY sales growth
- Manage UX roadmap and balance designer workloads with business priorities
- Established design handoff processes to align with Agile methodology and speed up project timelines by 3 weeks on average
- Led end-to-end rollout of new vehicle trade-in experience and vendor integration that increased online trade lead volume by 47.5%

UX Design Lead • DriveTime • September 2020 – May 2023

- Built 5-person team and coached designers in user-centered design principles and research methods
- Designed mobile and web experiences that increased conversion 21% YoY
- Conducted competitive analysis and user research to identify product gaps and build out UX backlog
- Cultivated cross-functional relationships with product management, engineering, compliance, and analytics to align UX decisions with business and technical constraints

Senior UX Designer • DriveTime • August 2019 – September 2020

- Developed user flows, wireframes/mockups, and interactive prototypes for 75+ A/B tests for web and mobile apps with 2 million monthly visitors
- Drove adoption of new software for design handoff, led cross-team training sessions, and built workflows that reduced design inconsistencies
- Maintained design system by auditing, adding, and revising components for consistency

UI Designer • DriveTime • February 2018 – August 2019

- Led website audit and redesign that boosted conversion by 4% and decreased bounce rate by 9%
- Created design system of 20+ reusable components and established design tokens and standards, streamlining collaboration between UX and engineering
- Designed marketing materials and in-store displays for 130 locations, improving brand consistency between digital and in-person touchpoints

Digital Designer • G/O Digital • September 2015 – February 2018

- Designed and developed high-converting websites and landing pages for small/medium businesses to increase conversion rates
- Produced visually engaging social media artwork, retargeting ads, infographics, and slideshares to support client marketing campaigns
- Pitched design concepts to clients, incorporated feedback, and led tradeoff discussions

Skills & Tools

UI/UX design	Interactive prototypes	Figma	HTML/CSS
User-centered design	A/B testing	Adobe XD	Miro
User flows	User research	Adobe Creative Cloud	Webflow
Wireframes	Competitor analysis	Zeplin	FullStory

Education

University of Arizona • Bachelor of Arts • Journalism