

Amy Kissinger

@heykissinger@gmail.com

623.703.3167

heykissinger.com

linkedin.com/in/amy-kissinger

Experience

Assistant Director of UX • DriveTime • May 2023 – Present

- Completed end-to-end rollout of new vehicle trade in web experience and vendor integration that increased online trade lead volume 47.5%
- Conduct competitive analysis, user research, and user journey reviews to inform roadmap decisions
- Partner with product team to define session to sale strategy, supporting 15% YoY sales growth
- Run design critiques with executives to find solutions that balance user needs with business objectives

UX Design Lead • DriveTime • September 2020 – May 2023

- Led design strategy for loan servicing app that reached 1M+ active users
- Optimized financing lead funnels and added new conversion points, contributing to 21% YoY growth
- Worked closely with product, engineering, analytics, and compliance to ensure designs were technically feasible and met regulatory constraints
- Established design standards for UX team and coached designers in user-centered principles and research methods

Senior UX Designer • DriveTime • August 2019 – September 2020

- Created wireframes, mockups, and interactive prototypes for over 75 A/B tests, improving financing flows and shopping experiences for 2 million+ monthly users
- Maintained design system by auditing, adding, and revising components for consistency
- Drove adoption of new software for design handoff, led cross-team training sessions, and built workflows that reduced design inconsistencies

UI Designer • DriveTime • February 2018 – August 2019

- Completed UI audit and responsive redesign that boosted conversion 4% and lowered bounce rate 9%
- Created design system with 20+ reusable components and established design tokens and standards
- Designed marketing materials and in-store displays for 130 locations, improving brand consistency between digital and in-person touchpoints

Skills & Tools

UI/UX design

User-centered design

User flows

Wireframes

Interactive prototypes

A/B testing

User research

Competitor analysis

Figma

Adobe XD

Adobe Creative Cloud

Zeplin

HTML/CSS

Miro

Webflow

FullStory

Education

University of Arizona • Bachelor of Arts • Journalism