AMANDA GUSTIN
Product Designer

U.S. Citizen | Remote | Currently in Panama | EST/CST

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Portfolio: amandagustin.webflow.io

PROFILE

Product Designer with systems-thinking background and cross-functional leadership experience. Designs clear, accessible digital products grounded in research, workflow clarity, and real-world constraints.

SKILLS

Product & UX	Methods	Tools
Interaction Design	Interviews	Interaction Design
Information Architecture	Journey Mapping	Information Architecture
User Research	Heuristics	User Research
Prototyping	Usability Testing	Prototyping
Design Systems	Accessibility	Design Systems

SELECTED WORKS

Education Dashboard | Multi-role system design, complex workflows, data visualization

Emotional Regulation App | Research-driven mobile UX, evidence-based interventions

Temu UX Audit & Redesign | Heuristic analysis, accessibility-focused e-commerce redesign

Music Discovery Platform | Multi-sided platform, discovery flows, ticketing integration

EXPERIENCE

Independent Product & UX Design - Freelance
Panama | Jun 2024–Present
- Designed product case studies: dashboard, mobile app, platform, audit projects
- Conducted competitive audits, heuristic evaluations, and user research
- Delivered pro-bono UX consultation: resume design, portfolio strategy, brand systems
- Completed advanced product design training (Figma, Webflow, UX methodologies)

Hoi An International School - Digital Systems & Operations Leadership
Vietnam | Aug 2019–Aug 2024
- Designed and scaled operational systems serving 150+ students, 70+ staff across 5 facilities
- Led digital ecosystem redesign: website, communications, branding, and user-facing systems
- Increased enrollment 67→150+ through coordinated design + communication strategy
- Built cross-functional workflows across academic, marketing, finance, HR, and facilities

- Created reporting, scheduling, and program management systems under strict timelines
- Managed multi-stakeholder needs: students, parents, teachers, admin, leadership

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ADDITIONAL EXPERIENCE

Sogang University - English Instructor
South Korea | 2018–2019
- Designed structured curriculum frameworks and learning systems
- Built performance programs producing national competition winners
- Led course redesign

Virginia Commonwealth University - Programs & Operations
U.S.A. | Aug 2014–2018
- Managed large-scale facility operations and program delivery systems
- Supervised 60+ staff across scheduling, training, and service delivery
- Designed community program structures and wellness initiatives

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EDUCATION

PGCE | Postgraduate Certificate in Education | Leeds Beckett University | 2021
BFA | Bachelor of Fine Arts | Virginia Commonwealth University | 2016
AA | Associates in Fine Art | Associates in Education) | Metropolitan Community College | 2014

PRODUCT DESIGN TRAINING

Bring Your Own Laptop | Webflow Essentials | 2026
Bring Your Own Laptop | Figma Advanced: Prototyping & Systems | 2026
Bring Your Own Laptop | Figma UI/UX Design Essentials | 2025
Self-Directed UX/Product Design Bootcamp | Portfolio + Case Studies | 2024–2025

SELECT CERTIFICATIONS

AI in Education | Optimus Education | 2025
Accessibility & Inclusion Training | Optimus Education (multiple courses) | 2020–2025
Child Safeguarding | Optimus Education | 2024
Microsoft Innovative Educator | Microsoft | 2022
Dyslexia Awareness & Teaching | Made By Dyslexia | 2022