

AMANDA GUSTIN | PRODUCT DESIGNER

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PROFILE

Product & UX Designer with 6 years of design leadership and 20 years of systems-thinking experience across international environments. Designs clear, accessible digital products grounded in user research, product strategy, and data-driven design, with experience collaborating across cross-functional teams.

SKILLS

Product & UX: Product Strategy, User Experience Design, Interaction Design, Information Architecture, Wireframing, User Flows, Design Systems | **Methods:** User Research, Data-Driven Design, A/B Testing, Journey Mapping, Usability Testing, Accessibility, Design Thinking | **Tools:** Figma, Webflow, Maze, Miro, Notion

PROJECTS

- **Education Dashboard:** Designed a complex multi-role system using user flows, wireframing, and information architecture and applied data-driven design, resulting in a 100% task completion rate.
- **Emotional Regulation App:** Led research-driven mobile UX using design thinking and user-centered design methods.
- **Temu UX Audit & Redesign:** Conducted heuristic evaluation and design critique to identify 9+ heuristic violations and usability gaps, and proposed redesign solutions based on accessibility and user experience design principles.
- **Music Discovery Platform:** Designed a visually rich, multi-sided platform for Panama City's 2+ million residents, integrating discovery flows, event ticketing, and genre-based navigation, celebrating local Latin/Caribbean music culture.

WORK EXPERIENCE

Product & UX Design | Independent | 09/2025 – Present

- Conducted competitive audits, heuristic evaluations, and user research to inform product strategy and data-driven design decisions
- Designed end-to-end products including dashboards and mobile apps, creating wireframes, user flows, and high-fidelity prototypes
- Delivered UX consultation, collaborating with clients and stakeholders to define product strategy and design direction

Head of Design & Operations | Hoi An International School | Vietnam | 08/2019 – 08/2025

- Led digital ecosystem redesign across website, communications, and branding, defining product strategy and aligning cross-functional teams

- Designed user experiences for four distinct user groups by mapping user flows and aligning solutions to varied needs and technical literacy
- Built and documented workflows, enabling cross-functional collaboration and improving stakeholder alignment across departments
- Increased enrollment by 105% through data-driven design decisions and coordinated communication strategy
- Created scalable systems using design thinking and structured problem-solving under tight timelines

ADDITIONAL EXPERIENCE

Curriculum Designer & Instructor | Sogang University | South Korea | 08/2018 – 08/2019

- Designed structured curriculum frameworks and learning systems
- Built performance programs producing national competition winners
- Led course redesign

Programs & Operations | Virginia Commonwealth University | U.S.A. | 01/2014 – 08/2018

- Designed community program structures and wellness initiatives
- Managed large-scale facility operations and program delivery systems
- Supervised 60+ staff across scheduling, training, and service delivery

EDUCATION

PGCE | Postgraduate Certificate in Education | Leeds Beckett University | 2021

BFA | Bachelor of Fine Arts | Virginia Commonwealth University | 2016

AA | Associates in Fine Art | Metropolitan Community College | 2014

AA | 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 | 2025–2026

SELECT CERTIFICATIONS

AI in Education | Optimus Education | 2025

Accessibility & Inclusion Training | Optimus Education (multiple courses) | 2020–2025

Microsoft Innovative Educator | Microsoft | 2022

Dyslexia Awareness & Teaching | Made By Dyslexia | 2022