

AMANDA GUSTIN | PRODUCT & UX DESIGNER

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PROFILE

Divine Studio — Brand Identity & Marketing Website amandagustin.com/marketing-website

Product and UX Designer with 6 years of design leadership and a background spanning education, systems design, and cross-functional operations across international environments. Brings a research-grounded approach to creating clear, accessible digital products, from early discovery through high-fidelity delivery and production build. Experienced designing for diverse user groups including multi-role platforms, EdTech, and wellness products. Actively integrates AI tools across the full design workflow.

SKILLS

Divine Studio — Brand Identity & Marketing Website amandagustin.com/marketing-website

Design: User Experience Design, Interaction Design, Information Architecture, Design Systems, Wireframing, User Flows, Prototyping, Accessibility (WCAG 2.1), Brand Identity

Methods: User Research, Usability Testing, Heuristic Evaluation, Journey Mapping, Affinity Mapping, Card Sorting, Data-Driven Design

Tools: Figma (Advanced), Webflow (Advanced), Maze, Miro, Notion

AI Workflow: Research and synthesis, rapid prototyping, image generation, validation, code-assisted building

PORTFOLIO PROJECTS

Divine Studio — Brand Identity & Marketing Website amandagustin.com/marketing-website

- Designed end-to-end brand identity system and 7-page responsive marketing website for a real client launching a women's wellness studio in Hoi An, Vietnam, within a 3-week timeline.
- Resolved significant constraints including no photography, an undecided booking system, and a bilingual audience, through deliberate information architecture and scoped design decisions.
- Completed the full process independently after client withdrawal, demonstrating ownership and delivery without external validation.

Education Dashboard amandagustin.com/education-dashboard

- Designed a complex, multi-role dashboard serving 4 distinct user groups, applying information architecture, card sorting, and journey mapping to structure a high-volume, data-rich environment.
- Achieved 100% task completion across all user roles in usability testing, with only one change requested after final validation across 12+ iterations.
- Grounded design in 6 years of firsthand education administration experience, ensuring the system reflected real operational constraints and daily task pressures.

Temu UX Audit & Redesign amandagustin.com/temu-ux-audit

- Conducted a structured heuristic evaluation identifying 9 usability and accessibility violations across a high-traffic e-commerce platform.
- Redesigned the core purchase flow to reduce cognitive load for users with ADHD, dyslexia, and visual processing challenges, informed by a special education background.

WORK EXPERIENCE

Freelance Product & UX Designer | 06/2025 – Present | Independent | Remote

- Designed end-to-end digital products for real clients and self-directed case studies, including a multi-role dashboard, mobile app, marketing website, and full brand identity system.
- Delivered UX consultation including stakeholder alignment, heuristic evaluation, and translating business requirements into user-centered design solutions.
- Built production-ready websites in Webflow, delivering fully responsive, SEO-configured builds with client handoff documentation.

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

- Led a full redesign of the school's digital ecosystem, including website, communications systems, and visual brand, defining product strategy and aligning cross-functional teams on execution.
- Designed user experiences for 4 distinct user groups (students, parents, staff, and administration) by mapping user flows and tailoring solutions to each group's needs and technical literacy.

- Drove a 105% increase in enrollment through data-driven design and communication strategy, directly connecting design decisions to measurable outcomes.
- Built and documented scalable operational workflows that improved cross-departmental collaboration and stakeholder alignment over a 6-year period.

ADDITIONAL EXPERIENCE

Curriculum Designer & Instructor 08/2018 – 08/2019

Sogang University | South Korea

- Designed structured curriculum frameworks applying instructional design principles to improve learner outcomes.
- Led course redesign initiatives that produced national competition winners.

Programs & Operations Manager 01/2014 – 08/2018

Virginia Commonwealth University | USA

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

EDUCATION & TRAINING

UX/Product Design Bootcamp | Self-Directed | 2025–2026

Webflow Essentials | Bring Your Own Laptop | 2026

Figma Advanced (Prototyping & Systems) | Bring Your Own Laptop | 2025

Figma Essentials | Bring Your Own Laptop | 2025

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

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

SELECT CERTIFICATIONS

Accessibility & Inclusion Training | Optimus Education | 2020–2025

AI in Education | Optimus Education | 2025

Dyslexia Awareness & Teaching | Made by Dyslexia | 2022

Microsoft Innovative Educator | Microsoft | 2022