

AMANDA GUSTIN | PRODUCT & UX DESIGNER

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PROFILE

Product and UX Designer with a background in education and cross-functional operations, bringing structure to ambiguous briefs and design decisions tied to measurable outcomes. Experience spans end-to-end product design, from research and information architecture through high-fidelity Figma prototypes and production-ready Webflow builds, alongside instructional design and curriculum development for diverse learner groups. Comfortable working independently across full-time, contract, and freelance engagements, and adept at translating complex needs into clear, usable solutions.

SKILLS

- **UX & Product Design:** User Research, Journey Mapping, Information Architecture, Wireframing, Interaction Design, Prototyping
- **Visual & Brand:** Brand Identity, Accessibility (WCAG), Design Systems, High-Fidelity UI, Responsive Design, Heuristic Evaluation
- **Tools:** Figma, Webflow, CMS Architecture, Google Analytics, Google Search Console, Maze, Miro, Notion, AI-Assisted Workflows
- **Methods:** Audience Analysis, Affinity Mapping, Stakeholder Alignment, Data-Driven Design, Usability Testing, Technical SEO, Schema Markup

PORTFOLIO PROJECTS

- **For Pet Health – Brand Identity & Marketing Website:** Designed and built a full end-to-end Webflow redesign for a holistic pet nutritionist, including brand refresh, 7-page responsive site, 38-article CMS migration, SEO redirect strategy, and Calendly booking integration. Ranked 5th on Google for "Holistic Pet Nutrition" within 48 hours of launch, up from no visibility.
- **Divine Studio – Brand Identity & Marketing Website:** Designed and built a complete brand identity system and 7-page responsive Webflow site for a women's wellness studio launching with no photography, no booking system, and a 4-week deadline.
- **Workbook – Education Dashboard:** Designed a unified school management platform for four distinct user roles, consolidating 3 to 5 fragmented systems into a single interface that achieved 100 percent task completion across all roles in usability testing.
- **Regulate – Emotion Regulation App:** Designed a privacy-first mobile app delivering four evidence-based CBT interventions for emotional dysregulation, each completable in 2 to 5 minutes without a clinical setting.
- **Temu UX Audit & Redesign:** Conducted a heuristic evaluation identifying 9 usability and accessibility violations across a high-traffic e-commerce platform, then redesigned the core purchase flow to reduce cognitive load for users with ADHD, dyslexia, and visual processing differences.

WORK EXPERIENCE

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

- Designed and built a full Webflow redesign that ranked 5th on Google for a target keyword within 48 hours of launch, up from no visibility.
- Designed end-to-end digital products for real clients and self-directed case studies, including a multi-role dashboard, a mobile app, marketing websites, and full brand identity systems.
- Led UX consultations including stakeholder alignment, heuristic evaluations, and translating business requirements into user-centered design solutions.
- Built production-ready, fully responsive, SEO-configured Webflow sites with client handoff documentation.
- Managed post-launch content and technical SEO for an ongoing client, including CMS collection structuring, schema markup, and design improvements informed by Google Analytics and Search Console data.

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

- Drove a 105 percent increase in enrollment by leading data-driven design and communication strategy, directly connecting design decisions to measurable business outcomes.
- Designed user experiences for four distinct user groups, students, parents, staff, and administration, by mapping user flows and tailoring solutions to each group's needs and technical literacy.
- Redesigned the school's full digital ecosystem, including website, communications systems, and visual brand, defining product strategy from research through execution.
- Built and documented scalable design and operational workflows that improved cross-departmental collaboration over a six-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 and engagement.
- Led course redesign initiatives grounded in learner needs analysis, producing measurable results including national competition winners.

Programs & Operations Manager 01/2014 – 08/2018 | *Virginia Commonwealth University* | *USA*

- Designed and managed community program structures and wellness initiatives, applying learner and participant-centered design to program development.
- Supervised 60+ staff across scheduling, training, and service delivery, building structured onboarding and training frameworks.

EDUCATION & TRAINING

2026 | **Webflow Essentials** | BYOL
2025 | **Figma Advanced** | BYOL
2025 | **Figma Essentials** | BYOL
2025 | **UX Design Professional** | Coursera
2025 | **AI in Education** | Optimus Education
2024 | **IGCSE Art & Design Teaching** | Cambridge
2022 | **Microsoft Innovative Educator** | Microsoft
2022 | **Dyslexia Awareness** | Made By Dyslexia
2021 | **SEND Accessibility & Inclusion** | Optimus Education
2021 | **Postgraduate Certificate in Education (PGCE)** | Leeds Beckett University
2016 | **Bachelor of Fine Arts (BFA)** | Virginia Commonwealth University