



# Amelia Peacock

A UX designer with a passion for building delightfully usable products.

Washington D.C.

(512) 538- 5164

ameliampeacock@gmail.com

[www.ameliapeacock.com](http://www.ameliapeacock.com)

## **Lead Product Designer, Morning Consult,** August 2022 – Present

- Leads yearly planning to align user problems with key results to ensure team roadmaps are user-centered and data-driven
- Oversees the UX strategy for 30+ engineers, 3 scrum teams, 2 products, and over 2.5 million dollars in product-related revenue
- Develops long-term product vision through intuitive UX workflows, user journey visualizations, and low/high fidelity wireframes
- Manages the career development, task assignment, and leadership growth of 1 junior designer on a growing UX team
- Presents new features to 600+ users monthly, and demos in-progress work to stakeholders during weekly feedback sessions

## **Senior Product Designer, Morning Consult,** March 2021 – August 2022

- Shipped a product MVP from the ground up in collaboration with 3 PMs and 20 developers over the course of 6 months
- Performed 50+ discovery interviews with users and stakeholders to identify user behaviors, pain points, and technical limitations
- Mentored designers through weekly design critiques and the establishment of clear design processes and research methodologies
- Worked with a cross-functional team to redesign the system architecture of Morning Consult's account management system
- Owned the visual presentation of three major product areas with a critical eye towards design system fidelity

## **UX/UI Designer, Gartner,** June 2018 – March 2021

- Designed, documented, shipped, and maintained Capterra's first design system with 40+ components and 500+ tokens
- Partnered with PMs to iterate on user-centered designs to improve conversion rates (+15%), and lower bounce rates (-8%)
- Worked with developers to regularly ship product enhancements by providing them with comprehensive tickets and documentation
- Produced high-fidelity prototypes with tools like Figma, Axure, and Adobe XD for usability testing and stakeholder presentations

## **Design Specialist, Gartner,** June 2017 – June 2018

- Consulted with clients to design an average of 11 marketing landing pages per month optimized for desktop and mobile
- Conducted rolling A/B tests to maximize long-term conversion rates for each client account and landing page
- Analyzed user behavior with monitoring tools like Google Analytics, Hotjar, and PowerBI to inform design iteration

## **Certification, General Assembly,** April 2017 – June 2017

- 10-week certification in HTML, CSS & Web Design

## **Bachelor of Arts, University of Virginia,** August 2013 – May 2016

- Double major in *Media Studies* and *Women, Gender, Sexuality Studies*
- GPA: 3.7

## **Skills**

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| <input checked="" type="checkbox"/> Moderated Interviews | <input checked="" type="checkbox"/> Problem Statement Planning | <input checked="" type="checkbox"/> Design System Creation |
| <input checked="" type="checkbox"/> Unmoderated Studies  | <input checked="" type="checkbox"/> Heat Mapping               | <input checked="" type="checkbox"/> HTML/CSS               |
| <input checked="" type="checkbox"/> Discovery Research   | <input checked="" type="checkbox"/> A/B Testing                | <input checked="" type="checkbox"/> Agile/Scrum            |
| <input checked="" type="checkbox"/> User Stories         | <input checked="" type="checkbox"/> Wireframes & Mockups       | <input checked="" type="checkbox"/> Figma                  |
| <input checked="" type="checkbox"/> User Journey Mapping | <input checked="" type="checkbox"/> Prototyping                | <input checked="" type="checkbox"/> Sketch                 |