

# Amber Wolfe

## UX + Product Design

Hello, I'm your friendly neighborhood UX/Product Designer. I believe that joining business goals to user centric experiences, creates purpose in design. Where there is purpose, true value and engaging experiences exist.

CALL  
814.321.4009

EMAIL  
Wolfe.Amber13@gmail.com

PORTFOLIO  
www.ProjectStarDust37.com



## Career Experience

JUNE 2023 - PRESENT  
**LIFE COACHING**

Working towards Life Coaching Certifications based in psychology.

DECEMBER 2022 - MARCH 2023  
**CROWN CASTLE**

**Senior Product Designer**

Assessed current UX Maturity level by surveying internal and external stakeholders and teams.

Identified blockages and pain points, creating plans to alleviate meeting fatigue. Successfully eliminated unnecessary meetings and increased meeting productivity using Figjam for better communication efforts.

Obtained Agile Certifications.

Helped engage cross functional teams to envision an Agile based methodology to create better structure with project kick offs.

MARCH 2020 - OCTOBER 2022

**KCF TECHNOLOGIES**

**UX Lead**

Championed and advocated for a stronger UX presence and helped to guide UX integration into internal Agile practices.

Collaborated with CTO, VP of Product and Engineering Stakeholders to articulate a Product Road Map and Product Strategy.

Conducted User Research via user interviews, shadowing, surveys and brainstorming workshops using FlowMap, Optimal Workshop and Figjam to articulate user flows, site architecture, user personas, feature mapping, conduct user research and demonstrate insights.

Bridged gaps in taxonomy via an Atomic based Design Management System; first implemented via InVision DSM and then migrated to Figma utilizing tokens.

Worked within a SaaS environment, working iteratively to propel towards an Enterprise Software model.

Worked cross functionally with engineers, project owners, stake holders and higher ups to coordinate efforts and creating understanding and buy in.

Served as UX Lead guiding and enabling my team to own their projects and work collaboratively.

Created learning plans and workshops to transition to Figma and Figjam for the UX team and engineers.

Conducted hand-off meetings with engineers, attended Scrum meetings and performed testing.

Through user shadowing and cross team collaboration, I was able to define problem statements related to dropped alert communication, resulting in the successful creation of a task based epic that bridged gaps in transparency and communication across multiple user channels.

Successfully integrated Machine Learning and AI based features into a task based Epic to gain continuous feedback loops within enterprise software.

JUNE 2008 - MARCH 2020

**SCHOOLWIRES/BLACKBOARD INC**

**Ui/Ux Designer III | Marketing**

Continuously managed multiple client facing projects from Kick off through Deployment, utilizing Salesforce.

Initially developed for front end web using basic HTML, CSS, Flash and some Javascript, but later transitioned to fully focus on Ui/Ux design.

Aligned business values and how to leverage emerging technologies to create unique offerings to our client base; Schoolwires was the first in K-12 CMS to offer responsive/adaptive.

Worked with Product to offer Mobile Applications in tangent with responsive.

Formed relationships with over 100 different school districts and their stakeholders to bring forth web presences that met both internal and external needs and goals.

Collaborated cross functionally to create web application, widgets and tools that our client base needed to be successful.

Created branding and marketing materials for both internal and external clients.

Continuously sought methods of improving internal and external communications and ways to improve design processes. Implemented and championed InVision.

Created over 200 unique web presences for large and small school districts; including San Diego Unified, Fairfax, Houston ISD and Dallas ISD.

OCTOBER 2006 - JUNE 2008

**LINK COMPUTER CORPORATION**

**Web & Graphics Designer**

Internal company graphic designer, responsible for all marketing pieces both digital and print. Including content management systems.

Attended sales calls and meeting to onboard clients.

Worked on a variety of web interfaces, both internal and external across a multitude of varying businesses. This includes, OshKosh intranet, Hite Company e-commerce site, Seamens touch screen interface and Rich Coast Coffee e-commerce and web presence.

Presented at LinkUp and Learn and created banners and marketing materials as well as developed an online sign up form for vendors and participants.

## Education

2004-2006

**BRADLEY ACADEMY FOR THE VISUAL ARTS**

Associates Degree in Specialized Technology focus on Web & Graphic Special Interests in Human Behavior, Psychology and Sociology

## Software



## DESIGN SKILL SETS

UX Research | Product Strategy | Wire-framing | Hi/Lo-Fidelity Prototyping | UX Interactions | Journey Mapping | Persona Development | Usability Testing | Site Architecture | Content Strategy | Atomic DSM | Agile | Data Visualization | Branding Responsive/Adaptive Design | Mobile | Product Road Mapping

## MENTORING/ENGAGEMENT

Intern Mentor with Crown Castle

Panelist for "Under Represented Voices in Tech" with Technica

Intern Mentor for Penn State's Technical Analysts Project with KCF Technology

Webinar Presenter "How a Well-Designed Website Can Increase K-12 Community Engagement" with EdWeb

Webinar Presenter "Why Design Matters: How a Well-Designed Website Can Increase Engagement" with EdWeb

## CLIFTON STRENGTHS

### Top 5 Career Based Strengths

1. Strategic
2. Relator
3. Ideation
4. Restorative
5. Individualization