

Amy Kissinger

UX Designer & Creative Leader

@heykissinger@gmail.com

623.703.3167

heykissinger.com

/amy-kissinger

Experience

Assistant Director of UX

DriveTime | May 2023 – Present

- Led UX design team for web, desktop, and mobile platforms – contributing to a 21% YOY increase in online conversion for 2023
- Improved UX workflows and processes, decreasing design to dev timelines by 2-6 weeks
- Combined business objectives, user research, and creative vision to establish user-centered design strategy focusing on user needs and goals
- Prioritized features with product managers and key stakeholders, identifying near-term deliverables and planning longer-term roadmap

UX Design Manager

DriveTime | Sept 2020 – May 2023

- Provided creative direction and strategy for brand evolution and user testing, contributing to a 20% YOY increase in online conversion for 2022
- Facilitated partnerships between UX, product, engineering, legal, and analytics teams
- Improved design standards for UX department, aligning with industry trends
- Led hiring and onboarding, growing UX team by 200% with a 100% retention rate

Senior UX Designer

DriveTime | Aug 2019 – Sept 2020

- Led design, and collaborated cross-functionally to conduct A/B tests and optimize user experience, bringing more than 60 improved and net new features to the website and app
- Drove improvements in conversion rates and overall user satisfaction
- Established and maintained UX standards and best practices, ensuring a consistent user experience across all products
- Presented design solutions to executives and stakeholders, securing buy-in for user-centered design decisions and building strong, collaborative relationships

UI Designer

DriveTime | Feb 2018 – Aug 2019

- Developed and maintained a comprehensive design system
- Assisted with graphic and product design for various business areas, including in-store experience
- Redesigned website with a responsive, mobile-first foundation, improving conversion by 4% and decreasing bounce rate by 9%

Digital Designer

G/O Digital | Sept 2015 – Feb 2018

- Developed high-converting websites and landing pages to drive client revenue
- Produced visually engaging social media artwork, retargeting ads, infographics, and slideshares to amplify client marketing campaigns
- Pitched and presented design concepts to clients, securing project approvals

Skills

User flows
Wireframing
Prototyping
User-centered design
Team development
Competitor analysis
A/B testing
Responsive web design
User research
Creative direction
Project management

Technology

Adobe Creative Cloud
Adobe XD
Figma
InVision
Zeplin
TargetProcess
Asana
HTML & CSS
Miro
Webflow
FullStory

Education

University of Arizona
Bachelor of Arts
Journalism