AMY ALLISON LANDO
Product Designer

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Amy is a senior product designer with over 7 years of experience in UX/UI, product design, and web development striving to transform user problems into seamless experiences at scale. She believes that impactful product design comes from the combination of clean design, empathy, and problem solving. When she is not design-ing, Amy is traveling, decorating cookies, and fostering dogs.

EXPERIENCE

Director of Product Design
SHEARWATER HEALTH / NASHVILLE, TN / MAY 2021 - PRESENT

Conducted user research to create personas and journey maps to refine messaging for each product and convert those product narratives into one clear corporate brand

Crafted wireframes and prototypes that prioritize user experience, developed the full website build, and conducted QA testing

Developed compelling marketing materials, sales/ investor decks, and case studies, while mentoring a team of 10 domestic and Philippines-based designers to scale a cohesive company-wide visual design

Contract Product Designer
LANDO DESIGNS LLC / NASHVILLE, TN / MAR 2020 - PRESENT

Led product launches, website redesigns, and digital marketing campaigns for clients, including: Technology Marketing Toolkit, Growth Skills, and The Modern Dog Company

Designed and developed responsive e-commerce and product websites using Word-press, Elementor, HTML, CSS, and Javascript

Collaborated with developers, product managers, and marketing leaders to design creative and intuitive, mobile-first web solutions for e-commerce, e-learning, and technology clients

Manager of Design (UI/UX & Product)
JUMPCREW / NASHVILLE, TN / AUG 2018 - MAR 2020

Led design of product sites, working with product owners and development agencies in an agile workflow to create wireframes and developer-ready prototypes aiming to improve user experience and boost product performance

Spearheaded the JumpCrew rebrand and website redesign, partnering with the C-Suite to establish a brand identity that aligns with the vision and goals of the company

Built the design team from the ground up and managed a network of full-time and freelance designers

Creative Lead for EMEA/APAC
CELGENE / SUMMIT, NJ / NOV 2015 - JUL 2018

Led the design of the OurCelgene Intranet Mobile App (used by 7,000+ employees) from concept to launch including: design research, wireframing, creating style guides, prototyping, and UX/UI design

Created promotional and informational designs which were displayed throughout all Celgene offices worldwide

SKILLS

PRODUCT DESIGN
UX/UI DESIGN
WIREFRAMING
RAPID PROTOTYPING
HIGH RESOLUTION MOCKUPS
SITE MAPPING
USER JOURNEY MAPPING
PERSONA PROFILES
COMPETITIVE ANALYSIS
DESIGN SYSTEMS / STYLE GUIDES
HTML / CSS / JAVASCRIPT
PROJECT MANAGEMENT

TOOLS

FIGMA
ADOBE XD
ELEMENTOR
WORDPRESS
SHOPIFY
SQUARESPACE
MODAY.COM

EDUCATION

Ramapo College Of New Jersey
MAHWAH, NJ / SEP 2011 - MAY 2015
BSA - Visual Communication Design
GPA: 3.85 / 4.0

Stanford Continuing Studies
DESIGN WORKSHOP / JUN 2019
Creating Personas & Journey Maps