

# AMANDA MOON

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## EXPERIENCE

### Lead UX Designer, Indeed - Austin

JANUARY 2023 - JUNE 2024

- Led the strategic vision and design of the Hiring Events product, growing it from a minimum viable product (MVP) to an enterprise solution serving over 23,000 clients. This resulted in over \$250 million in revenue generation since its inception.
- Partnered closely with research, sales, and customer service teams to identify and implement user-centered features that drove a 30% increase in Hiring Events revenue and a 108% increase in interviews year-over-year.
- Streamlined the employer hiring event creation process by introducing self-serve edits, empowering employers and reducing reliance on customer service (reduced cases by 97%).
- Developed and spearheaded a multi-year, strategic, end-to-end vision for the Hiring Events product, influencing roadmap priorities and driving significant product innovation. This resulted in launching 18 new features, increasing the job seeker show rate by 41.5% and the interviewed rate by 74%.

### Senior UX Designer, Indeed - Austin

JUNE 2018 - MARCH 2023

- Designed a self-serve employer portal for creating in-person hiring events, offering a streamlined user experience that reduced reliance on the customer service and implementation teams, reduced creation time by 37%, increased retention 9%, and saved \$60M annually.
- Developed a clear and concise communication strategy for job seekers attending in-person hiring events, ensuring timely information delivery and fostering a sense of preparedness.
- Designed and implemented an event analytics dashboard for employers, enabling them to optimize future hiring events and measure ROI through KPIs like attendee RSVPs, show rate, and post-event job seeker feedback.
- Led a remote cross-functional collaboration with product and engineering teams to rapidly transition in-person hiring event functionalities to a virtual event platform during the COVID-19 pandemic, ensuring business continuity and uninterrupted service for our users.

### Senior Experience Designer, T3 Agency - Austin

MARCH 2015 - MAY 2018

- Spearheaded information gathering initiatives for renowned clients like Allstate, Fitbit, and Staples, including stakeholder interviews, baseline audits, competitive research, and facilitating client consensus.

- Architected and launched a best-in-class digital newsroom for Allstate Newsroom, significantly enhancing usability and information findability for their core audience.
- Led an ethnographic study at Staples to observe customer and sales associate interactions with the existing in-store product kiosk. Leveraged these insights to redesign the kiosk interface, fostering user engagement and empowering sales associates to drive product sales.
- Streamlined the Fitbit checkout funnel by incorporating e-commerce best practices, including a readily accessible cart, smart product recommendations, and a single-page checkout flow. This enhanced user experience and aimed to improve conversion rates.
- Led user research initiatives for multiple clients, including developing comprehensive test plans and conducting user interviews, to ensure product usability and identify areas for improvement.
- Led presentations throughout the process, discussing various aspects of the user experience to the internal team, clients, and stakeholders.

## UX Designer, SiteGoals - Austin

FEBRUARY 2014 - MARCH 2015

- Streamlined the design process for David Weekley Homes' custom floor plan application, resulting in increased user engagement and improved sales effectiveness.
- Developed a unified user experience across a multi-location website by creating a clear and intuitive sitemap.
- Leveraged low-fidelity wireframing to gain early stakeholder buy-in and ensure a user-centered design process.
- Conducted user-centered evaluation of a product recommendation questionnaire, identifying areas for improvement and optimizing the user experience.

## EDUCATION

### University of Texas, Austin

*Masters in Science in Information Studies / Usability*  
Summa Cum Laude

### Savannah College of Art and Design, Atlanta

*Bachelors of Fine Art*  
Valedictorian, Summa Cum Laude

## SKILLS

User Research, Information Architecture, Interaction Design, Visual Design, Wireframing and Prototyping, Usability Testing, Figma, Sketch, Adobe XD, InVision, Leadership, Creativity, Strategic thinking, Data Analysis, Content Strategy, Accessibility, Design critiques