

Amanda Houghton

UX Designer

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amandahoughton.com

(512) 308-8981

EXPERIENCE

USAA

Designer I | Aug 2021 - Present

Designer II | April 2020 - Aug 2021

UX Designer (Contract) | July 2019 - April 2020

- Co-led a robust discovery effort, extensive concept ideation, and aided in an expedited legal approval process to deliver a strategic overhaul of USAA's homepage in 90 days, resulting in a +118% increase in acquisition CTR.
- Delivered end-to-end, 150-panel Member Service Representative eligibility application to promote more consistent, accurate, and faster phone calls for new members.
- Created a research plan and facilitated moderated user interviews to understand user sentiments surrounding the eligibility verification process, resulting in a complete redirection of the proposed solution and savings of \$500k in potential implementation costs.
- Led the quantitative analysis and qualitative research for the Membership page redesign, delivering key insights and learnings that helped direct the experience and content.

Randolph Brooks Federal Credit Union

UX Designer (Contract) | Aug 2018 - July 2019

- Led the New Member Redesign project, delivering research findings, wireframes, and high-fidelity visual comps for mobile web and desktop.
- Conducted design critiques with stakeholders and the internal team to regularly gather feedback.
- Performed remote and in-person usability testing throughout the design process and iterated based on insights.

Freelance

UX Designer | April 2018 - Aug 2018

- Conducted competitive analysis, developed surveys for user interviews, and synthesized research findings for a ride-sharing app.

Alcye

UX Design Consultant | Jan 2018 - Feb 2018

- Improved overall UX to increase conversion for a website that pairs women mentors and mentees through research and testing.
- Facilitated stakeholder interviews, user research, and usability testing.
- Created wireframes, high-fidelity visual comps, and an interactive prototype.

EDUCATION

Master of Science in UX Design

Kent State University

Bachelor of Arts in Psychology

Texas State University

UX Master Certification

Nielsen Norman Group

UX Design Immersive

General Assembly

VOLUNTEER

Sweet Tea Cancer Connections

Modified existing wireframes based on user findings for app that helps connect families impacted by pediatric cancer.

SKILLS

Tools

Sketch / Figma / InVision /

Mural / Adobe CC

UX Research

Usability testing / User

interviews / Stakeholder

interviews / Card sorting / Tree

testing / Affinity mapping /

Data analysis / Heuristic

evaluation

UX Design

Wireframing / Prototyping /

Interaction design / Information

architecture / UI design /

Workshop facilitation / Content

strategy / Rapid ideation / Journey

mapping