

Amy Freid

Product Designer

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WORK EXPERIENCE

Product Designer | Marigold | SaaS B2B2C

August 2022 - Present

- Lead and own all end-to-end design and research for the Emma product vertical in the Marigold product suite. Notably led design of a new Brand Manager feature in 2023, enabling over 50 large-scale clients to manage their branding more efficiently across multiple channels.
- Leverage data-driven insights from moderated user testing sessions and in-depth product analytics from Amplitude to design user-centric, accessible, and visually engaging interfaces.
- Collaborate frequently with cross-functional teams, including product managers, engineers, and the product strategy team, to deliver optimal UX and improve processes.
- Maintain a comprehensive design system, ensuring visual consistency, streamlined interaction patterns, and adherence to brand guidelines across the product ecosystem.

Product Designer | Ogilvy | Internal Tools & B2C

March 2021 - August 2022

- Led the end-to-end design process for an internal campaign data management tool for IBM, resulting in an improvement in workflow efficiency for marketing leaders.
- Collaborated with a cross-functional team of researchers, product owners, and engineers on the IBM team to optimize the design-to-development handoff, leading to a 15% reduction in development cycle time and ensuring a seamless execution of design.
- Transformed both qualitative and quantitative data into compelling visual stories that increased stakeholder comprehension and drove more informed decision-making.

Product Designer | Apploi | SaaS B2B

September 2019 - March 2021

- Led the design and research process for Core pillar projects from concept to delivery, collaborating closely with Product Managers to influence product roadmap decisions and align design solutions with business goals.
- Facilitated cross-functional design workshops, bringing together stakeholders from various departments to ensure alignment and gather diverse perspectives on product design initiatives.
- Established a comprehensive design system, ensuring visual consistency and improving accessibility across the platform.

EDUCATION

M.A. Graphic & Web Design | Minneapolis College of Art & Design | *Expected December 2025*

B.S. Information Management & Technology (Second major: English) | Syracuse University

SKILLS & TOOLS

Figma, Sketch, Abstract, JIRA, Adobe Creative Suite, HTML/CSS, Accessibility, User Research, Prototyping, Journey Mapping, Workshop Facilitation, Design Systems, Responsive Design, QA