

AMELIA SANDER

LEAD UX
DESIGNER

CONTACT

713-591-1259
AMELIA.WONG.SANDER@GMAIL.COM
WWW.AMELIA-SANDER.COM

PROFILE

I am an award-winning UX/Product Designer at Google working across large Ads clients in all verticals.

Originally trained as an intellectual property attorney, I bring technology to reality through data-driven design.

As a thought leader, I have published books and articles about industry trends, UX, and design.

AWARDS

Adobe Creative Jam 2018

- Peoples' Choice Award
- Judges' Choice Award

SPEAKING TOPICS

- Mobile User Experience Trends
- Data-Driven Design
- Research and User Testing
- User Experience Research Practices

SKILLS

- Data + Google Analytics
- Sketch/Axure/Adobe/Figma
- R, R Studio
- Python/SQL
- Interaction Design
- User Flows
- User Testing
- User Research

EXPERIENCE

GOOGLE

UX LEAD | JUN 2019 - CURRENT

- Worked directly with Google's largest clients to analyze problems to create data-driven UX solutions from designing concepts, low to high fidelity Figma Wireframes, to A/B testing concepts and strategy
- Optimized user experience for clients to increase funnel conversions and decrease friction in user flows across mobile, app, and video
- Facilitated educational design thinking workshops, sprints, online trainings, and published industry white papers for 200+ customers

GOLDMAN SACHS

UX LEAD | APRIL 2017 - MAY 2019

- Quantified problems and explored innovative research and behavior analysis methods on Marcus, Honest Dollar, and GIR Research
- Developed metrics, measured results, and implemented new research methods across current trading systems

ENGADGET

UX CONTRIBUTOR AND EDITOR | 2016-2017

- Contributed weekly User Experience thought leadership articles reviewing new technology and devices:
<https://www.engadget.com/about/editors/amelia-wong/>

RARE GENOMICS INSTITUTE

UX DESIGNER | 2016-2017

- Created new experimental design and statistical analysis to focus on data-driven results

AMERICAN UNIVERSITY

UX CONSULTANT | 2012-2014

- Performed interviews, contextual inquiry, and analysis of how users used publishing platform
- Communicated research insights to stakeholders to drive digital transformation.

WASHINGTON UNIVERSITY

RESEARCHER | 2008-2011

- Interviewed users, analyzed surveys, and performed user-centric behavioral analysis.

EDUCATION

PARSONS SCHOOL OF DESIGN

M.S. STRATEGIC DESIGN + MANAGEMENT 2020

AMERICAN UNIVERSITY

J.D. 2014

WASHINGTON UNIVERSITY

B.A. WOMEN'S STUDIES 2011

PUBLICATIONS

THE STRATEGIC DESIGN HANDBOOK (2022)
ADAPTING ECONOMICS IN A DYNAMIC WORLD (2021)
SOCIAL ECONOMICS IN UNCERTAIN TIMES (2020)
5 TOOLS FOR DATA DRIVEN DESIGN (2019)