Amanda Danielle Lasser

Analytical and creative professional with comprehensive experience in UX/UI design, design systems, and designing with accessibility standards in mind.

Website
LinkedIn
amanda.d.lasser@gmail.com
(US) +1 248 563 1548
(IL) +972 58 727 7173

EXPERIENCE

LEAD UX/UI DESIGNER

ThoughtForma. Remote. Jan. 2023 – Present

Working with a startup in the NoCode space to help establish an updated more efficient UI.

- Conducted user interviews with stakeholders and users to see where improvements could be made and the direction in which they saw the market of NoCode tools going.
- Designed an updated brand identity along with additional collateral to support the new branding.
- Designed wireframes and user interfaces in Figma that showcase updated branding.
- Led weekly UX/UI meetings and participated in daily standups.

SENIOR UX/UI DESIGNER

Freelance Self-Employed. Remote. Aug 2018 – Present

Determine business goals and needs of clients and ensure delivery of innovative solutions accordingly.

- Formulated innovative user interfaces by carrying out creative reviews.
- Created UX/UI in Figma for clients while developing various projects that displayed relevant data.

UX/UI DESIGN MENTOR

Springboard. Remote. Dec. 2019 – Present

Conduct weekly meetings with students as a mentor to answer questions, offer industry insights, and prepare them to enter the workforce. Provide insights on topics, such as Intro to UX/UI, Design Thinking, Product Types: Typical Problems and Solutions, Design and Ideate, IA, Sketching, Wireframing, High Fidelity mockups, Design Systems and Building Style Guides, Prototyping, and The Business of UX.

- Supervised mentees as they completed four in-depth projects for the development of a unique portfolio.
- Assist with the development of mentee's skillset in Figma.

TOOLS

Figma
Sketch App
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Mac

CERTIFICATIONS & TRAINING

The Design Gym: Studio Project, 2014
General Assembly: UX Design Course, 2014
The Design Gym: Weekend Workshop, 2014
SVA: Strategy & Interaction Design Basics, 2013
SVA: Intro to Info. Architecture & Design, 2013
SVA: Letterpress, 2013
Pratt: Digital Retouching, 2011

EDUCATION

MS. COMMUNICATION DESIGN
Pratt Institute. New York, NY
Aug. 2007 - May 2009

CERT. GRAPHIC DESIGN PORTFOLIO COURSE
Central Saint Martins. London, UK
Oct. 2006 - Mar. 2007

BFA, STUDIO ART: GRAPHIC DESIGN
Michigan State University. East Lansing, MI
Aug. 2001 - May 2005

VOLUNTEERING

Masa Israel Journey: English Teacher, 2018 - 2019
ART START NYC: Homeless Youth Outreach, 2014

SENIOR UX/UI PRODUCT DESIGNER

MicroFocus. Tel Aviv, Israel. Feb. 2020 – June 2022

Attended team meetings and Growth & Development courses to maintain up-to-date industry knowledge. Built strong collaboration with clients and team members to establish industry best practices and meet the requirements of clients/users.

- Collaborated with teams in various locations to develop project plans.
- Helped transition the team and design files from Sketch App to Figma.
- Worked closely with other design studio members on defining and updating the company-wide design system in Figma.
- Led the accessibility design initiative and created guidelines for teammates to implement in their projects.

SENIOR UX/UI DESIGNER (07/2016–08/2018)
UX/UI DESIGNER (12/2014–07/2016)

BlueMetal. New York, NY. Dec 2014 – Aug 2018

Developed exceptional user experiences as per client goals and expectations across multiple platforms. Participated in daily scrums and productive communication amongst team members within an agile environment to streamline processes and ensure successful project delivery.

- Ideated, researched, and executed visual designs, wires, user flows, and visuals in Sketch App to provide seamless user experiences aligned with business goals and client expectations.

ADDITIONAL EXPERIENCE

Web Design Lecturer. Pratt Institute, SCPS. Feb. 2015 – May 2017

Interactive Designer. Macys.com. May 2012 – Nov. 2014

HONORS & AWARDS

BlueMetal Architects: Q1 MVP, 2014
Pratt Show: Graduate Art Exhibition, 2009
Design Against Fur (Interactive): 2nd Place, 2008
Design Against Fur (Poster): David Carson Award, 2008
BBDO Detroit: Intern competition, 2005
Emerge: Art Exhibition, 2005
MSU: Undergraduate Art Exhibition, 2002