

# Amanda Jedele

West Orange, NJ 07052 - (973) 220-6480 – [Jedelea12@gmail.com](mailto:Jedelea12@gmail.com)

<https://www.linkedin.com/in/amandajedele/>

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## SKILLS

Information Architecture, Figma, Wireframing, Prototyping, User flows, Visual Design, Manual QA, Jira, Browserstack

## EXPERIENCE

### ***UX Designer II – Verizon, NJ***

***06/2022 – present***

- o Collaborated with senior lead designer on the redesign of the search utility on Verizon's desktop site to help with findability and drive engagement.
  - After deploying the enhanced search utility, engagement rose by 20%.
- o Leads maintenance of Verizon Design System's Navigation pack in figma for the IA & Navigation team.
  - Added prospect customer navigation components to My Verizon App's variants and updated properties.
  - Reworked My Verizon Online's navigation to reflect left side L1 links.
  - Upgraded all Navigation pack's components to color variables. This required redrafting MVA's navigation components to accommodate color modes in inverse scenarios.
  - Propose technical updates to improve the experience for Verizon designers working with Navigation components.
- o Captured screenshots of the My Verizon App experience and documented all user flows, inventoried the components of each screen, and logged if native to the app or web UI.
  - This document became a resource used by various teams and provided to designers for VQA of the MVA experience.
- o Team up with designers across teams to provide ongoing VQA support for the My Verizon App experience.
  - Test, document, and log defects into jira for resolution.
- o Documented the My Verizon App sitemap.
- o Collaborate with IA & Navigation team on requests that come in from stakeholders.
- o Create recommended information architectures, sitemaps, and user flows.

### ***UX Design Fellow – General Assembly, New York City***

***10/2021 – 01/2022***

- o Created effective user-centered products for web and mobile use throughout the program.
- o With a team of 2 fellow designers, we collaborated to transition our client's website into a B2B model. Within a 3 week timeframe, we focused on user centered research to

implement an enhanced user experience on the website and thus increase inbound inquiries for the company.

- o Worked alongside 2 designers to reimagine the Netflix app giving users the option to socially connect and watch movies together digitally. Within a 2 week timeframe, we gathered research from users, held design studio sessions, created wireframes and a high fidelity prototype which underwent thorough usability testing.

***Inside Sales & Customer Service Representative – ShopPop Displays, Woodland Park NJ  
04/2020 – 07/2021***

***Creative Marketing Assistant- Modern Lola, Fairlawn NJ***

***08/2017 - 04/2020***

## **EDUCATION**

*Certificate, Manual QA – Careerist, NYC* 2023

*Certificate, UXDI Immersive – General Assembly, NYC* 2022

*Mini MBA in Digital Marketing –Rutgers Business School* 2019

*Bachelor of Arts –Montclair State University* 2016