

Edward Amaral
amaralcreative.com
amaralcreative@gmail.com
510 673 5430

Professional Summary

Outcome-driven Senior Product Design Lead, committed to user advocacy and fostering collaborative partnerships.

Skills

Figma • Design Systems • Mobile (iOS / Android) • Motion Video Graphics • Generative Video AI • B2B • B2C • Desktop Design (Web Applications) • Interaction Design • Human Centered Design • Responsive (Desktop, mobile) Design • Generative Visual AI • Product Design • UX Design • UI Design • Video Compression • Visual Design • Video Production • After Effects • Stream Yard • Live Video Streaming • Leadership • Design Strategy • Design Thinking • Design Process • Work Shops • White Boarding • Journey Mapping • Wire Framing • Miro • Typography • Layout • Creative Direction • UX Writing • Marketing Communications Design • Graphic Design • Graphic Production • Print Production • Pre-Press

Experience

Principle UX Designer, Presentation

33 Degrees Media
March 2024 - Current

Evangelize best practices of human centered product design. Expertise, POV, strategy and guidance for the design of a primary revenue eCommerce web-site. Collaborate, partner and strategy for both UX and Marcom. A thought-leader on product design to partners at all levels (from peers to the CEO) with a clear articulate rationale for design decisions.

- Own the vision and strategy through a design lens. I executing mockups at the detail level, for the purpose of engaging potential investors.

Lead UX and Product Designer, SaaS

VMware
Sept 2019 - Feb 2024

As the sole designer for 2.5 years, I helped VMware increase their velocity and eliminate business limitations. I delivered and shipped customer and user approved designs that increased VMware's sales velocity by over 300%. A personal contribution of 4.5 years. I lead the end to end UX and product design for CPQ (configure, price, quote); a complex global sales product that enabled VMware's license to SaaS offer transformation. Hands on design at the detail level with Figma, using both the Salesforce 'Lightning' design system and the VMware 'Clarity' design system.

- Drive large complex ambiguous projects partnering with design, engineering, IT, product and business operations.
- Worked with a large IT team in redesigning the UI for ACPQ. Introducing best practices enhanced the experience in loading and then viewing a great amount of purchase history date.
- Work closely with product management and business ops to identify opportunities, use case analysis in order to support the product strategy.

- Deliver artifacts that set the standard for design excellence, from ideation to prototypes to validate.
- Define and create the visual and interactive design for a groundbreaking experiences while thinking holistically about the user journey and product ecosystem.
- Advocate, understand and advocate of user needs and best practices in user centered design across a spectrum of partners in Product, IT, Engineering, and Global Operations.
- Collaborate and partner with product and engineering teams throughout product development. Drive and own conversations with business, product, sales and IT, for the purpose of collective discovery.
- Validate, evaluative, research and drive qualitative user research to explore and validate product/design decisions. Conducted ongoing UX research to ensure our design decisions aligned with both users and customers needs.
- Accessibility GJEP based enhancements for a more friendly and inclusive experience.
- Inspire a design thinking / user-centric culture within the team and across the organization. Guide user research and testing, ensuring usability and product consistency.
- Use of the 'Lightning' and 'Clarity' design systems across the ecosystem of products.
- Prototype low to high fidelity wires frames for iterative sharing, usability testing, user interviews and product engineering.
- Data driven, iteratively improved the experience using qualitative analysis.
- UX writing, detailed user research and usability testing, on labels and titles, for the purpose of cognitive clarity within the volume tier pricing experience.
- Contributed to the improvement of the product design process by reflecting on and refining workflows.
- Autonomous worked at varying levels of abstraction, translating business goals and user needs into creative design solutions; ketches, wireframes, user flows, prototypes, visual mocks, and interaction specs.

Lead UX Product Designer, Mobile (iOS)

F'real Foods

Jan 2019 - Sept 2019

From scratch, lead the folks at F'real in designing their very first native mobile for business (B2B) App. I approached an open-ended problem space with vigor and clarity; an MVP strategy for 32 features to augment missed service to their fastest growing market. With it, customers can increase their velocity and gain quick access to support. Figma, interaction design, low and pixel perfect high fidelity prototyping, customer and user validation and qualitative usability testing.

Lead UX Designer, Shopping 2.0

Delta Dental

Aug 2018 - Jan 2019

I lead the redesign for Delta Dental consumer facing (B2C) shopping 2.0 in how customers (users) experience shopping for insurance. How can we take advantage of front ends change from angular to react? The innovation was a web responsive interface that works as if it were a mobile app experience. I worked in a collaborative team comprised of other designers, content strategists, product managers, and developers.

- Wrote UX content with writers, word smithed the verbiage of labels, titles and questions to enhance the clarity and meaning. My verbal enhancements were used 100% of the time.
- Rigorous and focused user and usability testing within a dynamic fast paced iterative process.
- Participated in key internal meetings including weekly status updates and planned sessions with business ops and product ops.

Sr UX Designer, help

Cisco

Sept 2017- Aug 2018

Driving adoption with design. My role was the transformational design for 2 primary consumer facing (B2C) portals, Col-laboration Help and Web-Ex for Developers. We leveraged a dedicated metrics platform, an automated feedback mech-anism, combined with both qualitative and quantitative data to inform our design decisions. We transformed an article steeped search and find tool into an immersive and responsive visual video learning experience for both desktop and mobile. This strategic end to end redesign included working with agile development teams in both India and China.

- Use of key metrics to define and track success of the business impact.
- Worked with visual designers, UX writers to polish the wireframes and content into a clear meaningful user interface.
- Regular review of usage data to analyze user behavior and pain points.

Sr UX / Interaction Designer, Adoption

Capital One

Feb 2017- July 2017

A Sr. interaction designer for Capital One's NSB (National Small Business) web and mobile cross pollination. Lead nu-merous 2 week sprints. Product for mobile, needed a quick win solution to inform and motivate users to download the native mobile app. We designed, tested and developed a quality end to end solution in 1 month.

Sr Product / Interaction Designer, Transformation

Unilog Content Solutions

Nov 2014- Dec 2016

We redesigned Unilogs entire CMS and site designer for their business facing (B2B) e-commerce platform in just 4 months. Working directly with the CTO, I lead the UX and the UI to the development team. Conducting user focus groups in refinement, we redefined the usability within the system and refined the applications UI to better the experience.

Sr UX Designer Level III, CMS

eBay

March 2014- Nov 2014

Lead UX / UI designer to eBays remote development team, Live Tech. Lead, own and drive a complete redesign of eBays internal Global Brand Center (an e-commerce repository for assets, images, resources and brand guidelines). Working in extreme agile, just 60 days to rethink, reimagine and redesign, from concept to launch.

Senior Visual Designer, Social Ent.

SAP

July 2013- April 2014

Visual designer and content strategist for marketing and social enterprise. A focus on thought leadership, I brought visual thinking to the forefront of content saturated campaigns. Partner with cross-functional teams to bring relevant insights, including business trends, financial data, consumer analysis, and operational plans into an integrated and wholistic view of the story presentation. CTA's, web banners, info-graphics, responsive email, slide decks and info-animation videos. Earned two legacy badges published on SAP's Marketing Innovations.

UI Production Designer, iOS 7

Apple

Jan 2013- July 2013

Part of a core group of specialized talent, I worked on the iOS7 for its first release. In support of design preparation for product development, we produced pixel perfect measures and assets across all platforms and screens.of color, light, shadow, typography and space for the visual language of aesthetic layouts. Collaborate and deliver under tight deadlines. Touched-up, manipulated, color corrected and composited multi image full page print ads.

Education:

Associates of Arts - Graphic Design

Portfolio:

amaralcreative.com

LinkedIn:

[linkedin.com/in/edwardamaral](https://www.linkedin.com/in/edwardamaral)