

AMY STREET

Portfolio: amymstreet.com

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UX / UI • DESIGN SYSTEM LEADERSHIP • PRODUCT DESIGN

A **Principal Product Designer** with expertise in UX design, design systems, product strategy, and cross-platform alignment across industries like banking and hospitality. Skilled in creating responsive websites, mobile apps, and design systems that align product vision with developer needs, accessibility, and research insights. Recognized for turning concepts into cohesive designs and documenting patterns and standards for clarity and consistency. Core skills include:

- Design/Developer Empathy
- Usage Guidelines
- Reusable Components/Patterns
- Design Systems/Design Standards
- Cross-Platform, Cohesive Design
- Collaborative Problem Solving
- Team Leadership
- Responsive and Native Design
- Cross-Functional Collaboration

TECHNICAL SKILLS

Product Design: Material UI | React Native | Figma | Sketch | Adobe Creative Cloud | WCAG Compliance

Project Management: Agile | Scrum | Github Projects | Jira | Microsoft Teams | Hive

Development: HTML | CSS | Git | Javascript

PROFESSIONAL EXPERIENCE

STATE FARM

June 2024 - Present

Leading provider of insurance and financial services, dedicated to customer satisfaction

User Experience Design Consultant, Design Systems

Contributing to the design system's release by creating, organizing, and documenting components. Collaborating with product stakeholders and development leadership to uphold use cases and integrate best practices and accessibility.

- Research, design, validate, and document components
- Create standards that align with the product stakeholder's use cases, resulting in a design system that people are eager to embrace and utilize
- Optimized property naming conventions to ensure cohesive and consistent system-wide terminology

NCR

November 2021 - December 2023

World's leading enterprise provider of software, hardware and services for banks, retailers, restaurants, and telecommunications

Principal Product Designer, Design Systems (September 2022 - December 2023)

Spearheaded the efficient delivery of projects collaborating with Designers, Engineers, Accessibility SMEs, and Content Writers, guiding alignment of project workflow with cross-functional peers. Drive product strategy and vision discussions to prioritize enhancements for consistent experiences for the designers, developers, and users of the products.

- Directed and supported core design system utilized by 100+ designers across multiple lines of business
- Managed component and pattern designs across multiple frameworks, operating systems, and device needs
- Aligned Figma library and coded components to maintain parity between design and dev deliverables
- Supported concurrent release of design, development, and documentation updates
- Orchestrated conversations to solidify and document patterns and standards
- **Project: Mobile Library** – Partner with stakeholder designers to establish the first iteration of native components.
- **Project: Theme-swapping** – Renamed color design tokens to leverage Figma theme-swapping capabilities and allow component-agnostic theme swapping for all future custom themes on one single set of components

Senior Product Designer (November 2021 - September 2022)

Designed digital banking workflows, ensuring seamless money movement and aligning business goals. Led strategic discussions on payment processing, deposits, transfers, and other transactions for NCR's responsive web and native banking solutions. Collaborated with designers to manage project milestones

- Initiated design alignment discussions to maintain cohesive user experience
- Supported stakeholders' unique needs and legacy functionality to produce modern, unified design
- Coordinated design discovery and scoping of work within the banking line of business

PAYCOR**April 2019 - November 2021***Provider of payroll processing Software as a Service - SaaS***Product Designer II**

Led the Paycor Design System initiative and collaborated with the development team to enhance existing components. Drove continuous design system improvements by facilitating larger discussions with the product design team to align decisions around color usage, fonts, disabled buttons, a time quantity input, dashboards, and icons.

- **Project: Documentation Update** – Created Markdown content for Storybook documentation site. Translated usage guidelines as defined by designers into an accessible Storybook Documentation site
- **Project: Sketch Library** – Created and managed a Sketch component library, enabling designers to quickly build wireframes with symbols that mirrored actual component properties, promoting consistency and developer empathy
- **Project: Digital Color Palette** – Spearheaded adoption of AA Compliant digital color palette and conducted holistic audit of color usage
- **Project: Solar Design System** – Led a design system overhaul, aligning with updated marketing colors and branding, built on an 8-pt grid with a focus on accessibility, semantics, responsive grids, and system font

AMERITAS**January 2018 - March 2019***An insurance, financial services and employee benefits company based in Lincoln, Nebraska***User Experience Specialist**

Established and guided Ameritas Design System as Lead UX Designer and Product Owner. Led the 27-component design system, owning the visual design decisions, documentation, usage guidelines, and prioritization of work.

- Initiated project by creating an icon set; scope of project expanded into full design system ownership
- Partnered across departments to create cohesive digital products

ADDITIONAL EXPERIENCE**Director of Digital Media, Fides Communication**

October 2020 - Present

- Design and implement digital assets for a cohesive corporate brand
- Update website and maintain e-commerce store
- Collaborate with customers to create digital forms solutions for their business needs

Digital Consultant, World Learning Tree

January 2023 - May 2023

- Advise on design and help set-up website and LMS program for international youth STEM educational program

EDUCATION**Bachelor of Arts in Interactive Media, Butler University, Indianapolis, IN**

2017

Interactive Media Major, Computer Science Minor

The Odin Project, Full Stack JavaScript

2024