

Amanda Poh

Product Designer

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+1 (778) 697-9477

Creating equitable futures through gender/racial equality, the destigmatization of mental health, disability justice, and trauma-informed practices.

Education

Simon Fraser University (SFU)

Bachelor of Arts,
Interactive Arts + Technology
2012 – 2018

SFU *italia* Design Field School

An undergraduate design & research program offered by SFU, based on competitive entry.
2015 – 2016

Skill Set

Product Vision/Strategy
UX/Qualitative Research
Whitespace Mapping
Interaction Design
Design Systems & Libraries
Prototyping
Usability Testing
Workshops & Public Speaking

Competencies

Sketch
Figma
Invision
Invision Studio
Principle
Framer
After Effects
Photoshop
Illustrator
HTML/CSS
Javascript

Experience

I&CO ↗

Product Design Lead
July 2019 – Feb 2020
Brooklyn, NY

Part of a 3-person team that moved a creative pitch into a multi-million dollar client deal and fully staffed product team.

Our team helped Audible, the leader in audiobooks, create an entirely new product and business vertical, reimagining the audio experience from bedtime to rise. As Product Design Lead, I led stakeholder workshops, conducted user testing, and owned core sections of the app, designing flows, wireframes, polished mockups, and prototypes. Our team was embedded within Audible's Newark campus, working closely alongside PMs and developers on weekly handoffs.

Product Designer

July 2018 – July 2019

Spearheaded a research study and creative pitch that led to a 2-year client retainer. Our team helped ASICS' membership program reach over 50 million members globally in 1 year.

I conducted interviews, shop-a-longs, and whitespace mapping to identify areas of opportunity for ASICS' membership services. Alongside 3 designers, I created user flows, wireframes, polished mockups, and prototypes for a digital experience that helps runners test ASICS' footwear. My work helped shaped I&CO's research process for future clients.

Aside from client work, I also spoke and wrote on behalf of I&CO at a design conference and on their Medium page.

Product Design Associate

Sep 2017 – Dec 2017

Created wireframes and mockups for ASICS' membership registration flow on web/mobile. In the process, I advocated for more gender-neutral design decisions, which has since been implemented across the brand globally. I also ran a self-directed study on prototyping tools/methods.

Hootsuite ↗

Product Design Intern
May 2017 – Aug 2017
Vancouver, BC

I worked with Hootsuite's Mobile team on the app's Publishing feature. Alongside a team of developers, I designed wireframes, mockups, and prototypes for iOS and Android. In advocating for a mobile-first approach, I led workshops with key stakeholders, ran a quant. study, and presented at a company-wide all-hands.

K SOON

Founder,
Creative Director
March 2020 – Present
Vancouver, BC

An equity-driven jewelry brand supporting BIPOC communities. From jewelry-making, branding, art direction, and monthly infographics that highlight community-based orgs, I run and produce all things creative. A quarter of proceeds help support marginalized communities. In 2020, we raised over \$1k in donations and were featured on Elle Canada.

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Some Love From My Peers

“Amanda understands what is important to each stakeholder, from product owners to engineers, and goes out of her way to frame her design decisions to her audience. Her attentiveness to each team member’s concerns helped build consensus on projects.”

Head of Design

“Amanda is a mature, thoughtful, compassionate designer with endless potential in any opportunity she pursues.

During her time at I&CO, Amanda earned her reputation as a self-starter, learning new skills and processes in double time. She became the best prototyper of the I&CO designers. Her work, from hand-sketches to polished prototypes, was always clear, consistent, and the correct fidelity.”

Product Design Director

“Amanda is a joy to work with. She’s a skilled product designer, is organized & thorough, accountable & dependable, respects & considers feedback, and is highly collaborative.

Beyond what is listed above, I have been impressed with her presentation skills. She takes clients through the work in a way that allows them to understand complex flows, and ensures there is room for feedback.”

Client Engagement Director

“Amanda always thoughtfully delivers on her work. I’m impressed by the thought that goes into her different design approaches.”

C-Suite Client

Select Features & Contributions

The Representasian Project

‘Amanda Poh, Creator and Designer of K SOON Jewelry’ [↗](#)
Dec 2020

The UX Collective

‘How to Stay Resilient (& Keep Your Sanity) Under Pressure’ [↗](#)
March 2019

Muzli Magazine

‘Ethical Design Thinking – A Methodology for Designers’ [↗](#)
April 2017

Speaking Events & Guest Lecturing

Touchpoint IxD Conference [↗](#)

Speaker
2019

School of Visual Arts (SVA) [↗](#)

TA & Guest Lecturer
2018 – Present

School of Interactive Arts + Technology (SIAT at SFU) [↗](#)

Design Mentor & Guest Lecturer
2014 – 2019