Amanda Mallardo
Sr. Product Designer

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Designing useful, usable, intutitive, and beautiful products and experiences; in collaboration with product teams. Advocating for the user while meeting business objectives.

Experience

Sr. UX Designer
Shure
current

Leading manufacturer of microphones for live, touring and studio applications.

Guide the design vision and set the UX direction for multiple software and hardware products across the conferencing and pro-audio space. Actively engaged in user research activities, created user scenarios, storyboards, wireframes, workflows, and prototypes for user testing, and proof of concept. Additionally, prepared the final wireframes, workflows, and visual designs for engineers to implement in production.

Sr. UX Designer
Abbott Labs Diagnostics Business
3 yrs

Provides medical diagnostic solutions, including tests and instruments, to deliver accurate, timely insights for disease detection, monitoring, and treatment decisions across healthcare settings.

Defined the end-to-end UX vision and comprehensive UX architecture for the AlinIQ Insight platform. Led the UI design of the Digital Health Solutions design system by providing design direction and governance to junior designers. Collaborated with multiple product teams to create wireframes and workflows for new features, including dashboards. Ensuring consistency with design patterns within the Abbott DHS design system. Aligned these features with user needs identified through initial research and interviews with subject matter

Sr. UX Designer
HERE Technologies
5 yrs

A PaaS company which provides location-based data and mapping services, enabling businesses and developers to integrate real-time navigation, geolocation, and analytics solutions into their applications.

Collaborated with cross-functional teams to lead the design vision and product direction for various location data visualization SaaS products within the organization. Actively participated in user research, wireframing, workflow creation and prototype creation for products, product demos, and stimuli for user testing. Additionally, developed final wireframes and UI designs, which were handed off to engineers for production.

UX Designer | Prototyper
TiVo Corporation
5 yrs

TiVo Corporation specializes in digital entertainment technology, offering innovative solutions for video recording, media discovery, and content recommendation, enabling personalized and enhanced TV and streaming experiences.

Served as a UX designer and prototype engineer on a small team of R&D designers and developers, focusing on the creation of next-generation television guidance products. I was deeply involved in user research and built prototypes using HTML, CSS, and JavaScript for user testing and customer demos. Additionally, I actively participated in ideation workshops and submitted IP disclosures.

Patents

Systems and methods for enabling an automatic license for mashups
US 13/630,782

Education

Northwestern University
Masters in Product Design & Development Management (mpd2)

UW-Milwaukee
BFA Graphic Design

Skills

Product Design, User Experience, UX Research, Information Architecture, User Interface Design, Human Computer Interaction, Mobile Design, Design Systems, Design Thinking, User Interviews, Wireframing, Prototyping, Figma, Sketch, Visual Storytelling, Illustrator, Photoshop, After Effects, Javascript, HTML, CSS,