

# AMANDA CHAN

## RECENT EXPERIENCE

### Orion Innovation (Behavior Design)

Nov 2017 to Present  
New York, NY

#### Senior UX Designer

Behavior was acquired by Orion Innovation in 2019. Conducted stakeholder interviews, competitive analysis, content audit, and identified personas as part of UX research. UI design focused on modular functionality, accessibility, responsiveness, unified design systems, storytelling, content strategy, and branding refresh. Led client projects ranging from universities, museums, non-profits, and financial institutions (e.g. 9/11 Museum, Amalgamated Bank, University of Michigan, Rochester Institute of Technology, Rheem, NY Empire State Trail, The Football Association, Cincinnati State, TeachingWorks, Fiserv, et al.).

### Lincoln Center for the Performing Arts

Dec 2015 to May 2017  
New York, NY

#### Senior UX/UI Designer

Re-designed template system to be used by recurring festivals. Created and refined wireframes, user journeys, and mocks for desktop and mobile. Prototyped interactions. Reimagined ticket purchase flows of the e-commerce consumer.

### MakerBot

May 2014 to Oct 2015  
New York, NY

#### UI Designer

Iterated on user flows, wireframes, and prototypes for mobile and tablet apps, desktop software, and hardware feedback. Brainstormed new features and interface for 3D desktop software application and wearable watches.

### NowThis News

Mar 2013 to Mar 2014  
New York, NY

#### Lead UI Designer

Complete re-design and re-branding of mobile and tablet apps for iOS, Android, responsive web, and streaming T.V. for efficient video content playback.

### The Huffington Post Media Group

Jul 2010 to Mar 2013  
New York, NY

#### Visual Designer

HuffPost was acquired by AOL in 2011. Collaborated with editors, marketers, and developers on a multitude of verticals to create scalable and engaging editorial and community modules for web, mobile web, and iPhone.

### Flycell

Apr 2009 to Jun 2010  
New York, NY

#### Interactive Designer

Designed new "album covers" weekly for marketing team. Explored logo design and branding identity for online games. Wrote and edited front-end CSS, HTML, and XML. Conducted extensive cross-browser testing.

# RECOGNITION & APPEARANCES

February 2024  
Cedar Falls, IA

## **Plus 1: UNI Art Faculty & Alumni**

Art Exhibition for Video Animation

March 2021  
New York, NY

## **Orion's Women's History Month Spotlight**

June 2019  
New York, NY

## **Graphic Design USA**

American Web Design Awards for RIT (Volume 56, Number 23, Page 43)

November 2015  
Cedar Falls, IA

## **North American Review**

Flashback Spotlight

August 2015  
Industry City, Brooklyn, NY

## **MakerBot Tech Exchange**

Design Speaker

December 2013  
Cupertino, CA

## **App Store's Best of 2013: Bite-Sized News**

Apple, Inc.

December 2012  
New York, NY

## **Professional Review with Interaction Design**

Guest Critic at City University of New York for Amelia Marzec

March 2006, January 2007  
Des Moines, IA

## **ADAI Awards of Excellence**

Art Directors' Association of Iowa

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# OTHER WORK EXPERIENCE

Bao An  
Middle School  
Jul 2007 to Jun 2008  
Shenzhen, Guangdong, China

## **Oral English Teacher**

Earned TEFL certificate. Taught 14 classes weekly of 50 students each at a key school in the Bao An district to emphasize pronunciation, grammar, and listening comprehension.

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# EDUCATION

Department of Art  
Cedar Falls, IA  
Sep 2003 to Jul 2007

## **University of Northern Iowa**

Bachelor of Fine Arts, Graphic Design  
Dean's List