ROSS AMADOR

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PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years of experience designing complex, multi-surface enterprise platforms. Turns user research into scalable, intuitive solutions that reduce friction and drive measurable outcomes. Research methods include heuristic evaluations, workflow analysis, usability testing, and stakeholder interviews. Builds and maintains design systems across desktop, mobile, and kiosk interfaces. Partners closely with engineering to protect design intent through implementation. Uses agentic AI tools including Claude Code and Cursor daily for prototyping, design-to-code workflows, and research synthesis. Experienced in mentoring designers, leading end-to-end design execution, and influencing product roadmaps. BA in Studio Arts.

SKILLS

Design: Figma, Figma MCP, Photoshop, Illustrator

AI/Agentic: Claude Code, Claude Suite for Teams, Google Stitch, Cursor

Analytics/Research: Hotjar, FullStory, Pendo

Project Management: Jira, Confluence

Core Competencies: User Interface Design, User-Centric Design, Cross-Team Collaboration, Project Management, User Research Methods, Information Architecture, Wireframing, Interactive Prototypes, Design Systems, Responsive & Kiosk UI Design

EXPERIENCE

Product Designer

Clubspeed | MAR. 2024 - APR. 2026 | Full-time, Hybrid

- Conducted user research including usability testing, heuristic evaluations, and behavioral analysis using Hotjar, FullStory, and Pendo, incorporating findings into design improvements for a SaaS platform supporting businesses in the family entertainment center vertical.
- Navigated cross-product design dependencies across the Clubspeed platform ecosystem including RacingOS (operator-facing) and Resova (consumer-facing booking and checkout for European markets).
- Iterative designs on mobile, desktop, and kiosk devices for a complex and unique domain using an AI-to-Figma workflow.
- Performed heuristic evaluations, analyzed workflow friction points, and identified opportunities to optimize customer and guest experiences.

Sr. UI/UX Designer

HyreCar | AUG. 2021 - MAY 2023 | Full-time, Hybrid

- Spearheaded heuristic evaluations, playing a pivotal role in the continual enhancement of user experience for enterprise-level SaaS platforms.
- Led design initiatives for critical features, such as a fee reimbursement system, resulting in a decrease in customer service phone calls and improving collection rates by 12%.
- Researched and established a road map for implementing design systems for native app, mobile web, and desktop experiences.

UX Designer

DePalma Studios | DEC. 2020 - MAR. 2021 | Full-time, Remote Contract

- Lead design for a medical software platform CRM applying Lean UX principles to deliver a prototype on a tight schedule.
- Organized client interviews and user research, translating complex requirements into user personas, journeys, and interactive wireframes, laying the groundwork for a user-centric design approach.

Sr. UX Consultant

InfoMagnus | JUN. 2019 - JUL. 2020 | Full-time, Onsite

- Conducted user research and iterated on logistics tools prototype.
- Strategized with internal and external teams, performed stakeholder interviews, and iterated on product roadmap.
- Established streamlined user workflows, high-fidelity prototypes, design system revisions, and feature definitions.
- Mentored, and provided design direction to junior-level creatives.

Freelance Designer
Ross Amador Designs | OCT. 2018 - JUN. 2019 | Full-time, Onsite

- Produced wireframes and mockups for a variety of brands including Stamps.com, Hewlett-Packard, and more.
- Expanded on an existing design system and mapped out new workflows and critical paths.
- Collaborated with stakeholders in project planning, scoping, and research to understand user needs.

Sr. UI/UX Designer
ShowMgr | JUN. 2016 - MAY 2018 | Full-time, Onsite

- Redesigned significant portions of an enterprise-scale SaaS legacy product.
- Created an asset-management feature for the product catalog based on deep analysis of user workflows and scenarios.
- Analysis of user workflows and use cases. Expanded on existing design system and defined new workflows and critical paths.
- Generated user stories, task analysis, user journeys, and storyboards.

Additional Experience: Web and digital design roles (2000-2016), including the Los Angeles Times and GreekBill.

PROJECTS

"What's Up UX?" podcast co-host. Archived episodes are available on request. The 21-episode podcast's first season was targeted toward newer UX practitioners and those looking for related roles.

EDUCATION

Certificate of Completion: Google Digital Marketing & E-Commerce, Coursera Online.

Certificate of Completion: Practical Usability, Interaction Design Foundation (IxD) Online.

Bachelor of Arts in Studio Arts, California State University Fullerton.