

# AMANDA SOBRINSKI

EXPERIENCE DESIGNER

## ACADEMIC BACKGROUND

### Master of Science

User Experience & Interaction Design  
Philadelphia University  
2014 - 2016

### Bachelor of Arts

Integrative Arts  
Pennsylvania State University  
2006 - 2010

## CAPABILITIES

### Discovery & Research

Competitive Analysis  
Analytics Review  
User Research  
Interviews & Surveys  
Usability & Concept Testing  
Content Analysis

### Design

Information Architecture  
User Workflows  
User Interface Design  
Low and High Fidelity Prototyping  
Sketch  
Adobe Creative Suite  
Figma

## CONTACT

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## WORK EXPERIENCE

O3 World, Philadelphia

**SENIOR EXPERIENCE STRATEGIST & DESIGNER || JANUARY 2019 - PRESENT**  
**LEAD EXPERIENCE DESIGNER || AUGUST 2017 - JANUARY 2019**  
**UX/UI DESIGNER || APRIL 2015 - AUGUST 2017**

- Senior Experience Designer with responsibilities that include user research, wire-framing, prototyping, usability testing, visual design, and quality assurance.
- Solve complex design problems through the collection of user research, translation of business requirements, and refinement of the UX and UI.
- Establish visual designs, component libraries, and style guidelines to ensure consistency across a client's digital experience(s).
- Collaborate with both internal and external developers during sprints to answer questions and validate feature requirements.
- Ensure all UX and UI design deliverables are client-ready and adhere to high-quality standards.
- Assist internal management teams with on-going improvements to process workflows and client deliverables.

Philadelphia University + Thomas Jefferson University, Philadelphia

**ADJUNCT FACULTY || AUGUST 2018 - MAY 2019**

- Planned, organized and taught a Masters course aimed at providing Experience & Interaction Design students with the foundational skills for producing successful interactive experiences.
- Provided all students with opportunities for design feedback in the form of in-class peer reviews, group critiques, and 1:1 meetings.

BELFOR Property Restoration, Exton

**CORPORATE COMMUNICATIONS || AUGUST 2012 - APRIL 2015**

- Played a leading role in the selection of an international SEM vendor, and provided ongoing SEO guidance to all U.S. locations and international colleagues located in Germany and Canada.
- Active member of the internal web development team that was tasked with the redesign of the global website and company subsidiaries.
- Supported the National Marketing Director in the completion of RFPs, including initial evaluation, content development, and overall layout and design.
- Developed social media campaigns and maintained day-to-day activities on all corporate social media accounts.

Internet Inspirations, Tannersville

**INTERNET MARKETING COORDINATOR || JUNE 2010 - JUNE 2012**

- Implemented site-wide optimization to improve top search engine rankings for client's relevant keywords.
- Gathered data from competitor research, site analytics and keyword analysis to enhance site performance.
- Provided clients with monthly internet marketing reports, demonstrating the status of their SEO and PPC campaigns.