

# AMANDA SOBRINSKI

UX STRATEGY, RESEARCH & DESIGN

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## PROFILE SUMMARY

Dynamic UX strategist and manager with 10+ years of experience delivering user-centered, impactful solutions. Proven ability to lead cross-functional teams, elevate digital experiences, and deliver measurable business results. Skilled communicator who translates complex concepts to stakeholders.

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## DISCOVERY & RESEARCH

Competitive Analysis  
Analytics Review  
User Research  
Interviews & Surveys

Usability & Concept Testing  
Content Analysis  
Workshop Facilitation

## DESIGN

Information Architecture  
User Flows  
User Interface Design  
Prototyping

Sketch  
Adobe Creative Suite  
Figma

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## EDUCATION

**Master of Science, User Experience & Interaction Design** 2014 - 2016  
Philadelphia University

**Bachelor of Arts** 2006 - 2010  
Pennsylvania State University, Integrative Arts

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## WORK EXPERIENCE

**Senior UX Strategy & Research Manager** April 2021 - Present  
**Plex, Inc.**

- Conduct in-depth user research, including user interviews, surveys, and usability testing, to gain insights into user behaviors, preferences, and pain points.
- Utilize data-driven insights and analytics to inform UX strategies and drive improvement, enhancing user satisfaction and product quality.
- Collaborate with stakeholders, including product managers, designers, and engineers, to define project objectives, establish design requirements, and prioritize features based on user needs and business goals.
- Conduct competitive analysis and market research to identify trends and opportunities, leveraging findings to inform the product roadmap.

- Manage and mentor a team of UX strategists and researchers, providing guidance, feedback, and development opportunities.
- Facilitate workshops and design-thinking sessions to foster collaboration and drive UX strategy and innovation across our cross-functional teams.
- Present UX strategies, research findings, and design recommendations to stakeholders, effectively communicating the value and impact of improvements on product quality and business outcomes.

**Senior Experience Strategist & Designer**

April 2015 – April 2021

**O3 World**

- Senior Experience Designer with responsibilities that included user research, wireframing, prototyping, usability testing, visual design, and quality assurance.
- Solved complex design problems by collecting user research, translating business requirements, and refining the UX and UI.
- Established visual designs, component libraries, and style guidelines to ensure consistency across a client's digital experience(s).
- Collaborated with internal and external engineers during sprints to answer questions and validate feature requirements.
- Ensured all UX and UI design deliverables were client-ready and adhered to high-quality standards.
- Assisted internal management teams with ongoing improvements to process workflows and client deliverables

**Adjunct Faculty**

August 2018 – May 2019

**Philadelphia University + Thomas Jefferson University**

- Planned, organized, and taught a Master's course to provide Experience & Interaction Design students with the foundational skills for producing successful interactive experiences.
- Provided all students with opportunities for design feedback through in-class peer reviews, group critiques, and 1:1 meetings.

**Corporate Communications**

August 2012 – April 2015

**BELFOR Property Restoration**

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

**Internet Marketing Coordinator**

June 2010 – June 2012

**Internet Inspirations**