

# Amber Aultman

Product Design Leader.  
Storyteller.  
Systems Thinker.

## Community.

### President, Board of Directors

ALGA Jacksonville  
Jul 2017 – Feb 2018

### UX/UI Mentor

Bloc, Inc.  
Jan 2016 – Feb 2018

### Vice President, Board of Directors

ALGA Jacksonville  
Jun 2015 – Jul 2017

## Education.

### Fiber Design

Savannah College of Art & Design  
2004 – 2007

### Bachelor of Science, Psychology

University of Florida  
1999 – 2003

## Disciplines.

- + UX Strategy & Leadership
- + Design Management
- + Creative Direction
- + Design Facilitation
- + Interaction Design
- + Rapid Prototyping
- + User Research & Testing
- + Writing
- + Public Speaking
- + Front-End Development

## Experience.

### Director of Product Design — Chord Commerce / Apr 2022 – Jul 2022

- + Led design and user research strategy for the SaaS headless e-commerce platform.
- + Worked with product, engineering, and data science leads on a better cross-functional collaboration process.
- + Instituted a design leveling matrix for scaling the design team.

### Head of Design / Director, UX — Tuft & Needle / Jan 2018 – Apr 2022

- + Led UX, user research, and visual design strategy for the first bed-in-a-box online retailer as well as Beautyrest and Serta, once acquired. This included ownership of several major digital products, including Order Management, Retail Point of Sale, and Enterprise Resource Planning software.
- + Directed a conversion rate optimization project that increased revenue by \$91M annually in 2020 and \$35M annually in 2021.
- + Led a brand refresh project that contributed to a 247% increase in impressions, a 380% increase in engagement, and a 289% increase in link clicks across all social media channels.
- + Overhauled creative strategy for promotional campaigns to allow for more brand-building opportunities, leading to an average of 5.41% increase in daily dotcom revenue per campaign.
- + Managed a team of 10 UX designers, user researchers, visual designers, and multimedia specialists and established cross-departmental work processes to increase collaboration, efficiency, and feedback.
- + Implemented a website benchmarking process and quarterly in-person ethnographic research sessions.

### Senior UX Designer — Tuft & Needle / Feb 2016 – Dec 2017

- + Led UX and visual design for numerous customer-facing ecommerce and back-end application projects.
- + Built prototypes and conducted user testing to gain insights and inform projects.
- + Conducted user research to create personas and identify customer pain points.
- + Facilitated several design-thinking ideations to build empathy for users, collaborate cross-functionally, and create stronger project outcomes.

### Product Designer — Ignite by Adecco / Oct 2012 – Feb 2016

- + Designed and launched three staffing-related applications/brands inside of this startup incubator.
- + Facilitated 15+ design thinking workshops both internally and externally.
- + Helped launch the business and grow the design team: owned the branding, created design and user research processes, and recruited & vetted talent.

### Product Manager — Ignite by Adecco / Dec 2012 – Mar 2013

- + Worked with Hyper Island to create the initial app idea and branding.
- + Refined the app's UX and visual design based on user feedback.
- + Managed a development team to launch the application in four months.