

AMANDA JENSEN

Senior UXR with a decade of multidisciplinary experience in design strategy, cross-functional collaboration, ethnography, systems thinking, speculative design, and innovation.

Specializing in creative solutioning and co-design that fosters an inclusive and impactful product with users, teams and stakeholders in mind.

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SKILLS & EXPERTISE

- + Cross-functional Leadership
- + Strategic Planning
- + Divergent Thinking
- + Product Innovation
- + Product Management
- + User Research
- + Creative Solutioning
- + User Centricity
- + Qualitative Research
- + Data Analysis
- + Creativity
- + Team Synergy
- + Participatory Research
- + Rapid Research
- + Critical Thinking
- + Effective Communication
- + Rapport Building
- + Impactful Presentations
- + Stakeholder Relations
- + Agile Methodologies
- + Public Speaking
- + Mentor Advocate
- + Proactive Execution

EDUCATION

Master of Fine Arts, Media Design Practices, 2017

ArtCenter College of Design
Honors Distinction

Bachelor of Arts, Communication Design, 2015

California State University, Chico
Cum Laude Honors Distinction

AWARDS & RECOGNITION

Top UX Research Voice, 2023 – 2024

LinkedIn

Spotlight Recognition Award, 2024

Educational Testing Service

Top 1% Research Mentor, 2024

ADPList

Honors Distinction, 2017

ArtCenter College of Design

MFA Thesis Scholarship, 2016

ArtCenter College of Design

Judges Choice Award, 2015

Publishing Professionals Network Scholarship

Cum Laude Honors, 2015

California State University, Chico

EXPERIENCE

Senior UX Researcher, Educational Testing Service, 2022 – Present

- Owned end-to-end research process of multiple 2 week sprints to continually ensure rapid and efficient developer handoff approx. 1-3 weeks that surpassed roadmap deadlines.
- Conducted moderated and unmoderated research simultaneously with over 50 participants from varying demographics in less than 2 quarters ensuring customer-driven insights that guided the team's next steps for product prioritization, optimization and development.
- Collaborated cross-discipline to design, conduct and synthesize an alpha study that yielded successful implementation of AI-enabled features for a legacy learning product.
- Strategically drove UXR roadmap to meet product team goals to inform and support planning and recruitment efforts for a beta study.
- Spearheading non-binary and accessible research recruitment efforts resulting in an expanded user demographic pool by baking in a more inclusive range of perspectives within product development.
- Establishing an operational benchmark across the organization by promoting a culture of user-centricity, leadership, and innovation to maintain stakeholder backing and investment.
- Pioneering innovative multimedia research techniques to capture vital early-stage user response data yielding in realistic, user-driven inputs for GenAI and Multimodal AI product features.
- Leading cross-functional collaborative efforts within ETS AI Labs resulting in increased team synergy and enhanced productivity uptick across product teams in each quarter of FY23-FY24.
- Evangelizing the value and crucial role of UXR in building impactful, profitable, customer buy-in products through effectively winning teams, stakeholders and organizational support.
- Effectively navigating agile, fast-paced EdTech industry by exhibiting strong adaptability and flexibility resulting in achieving business goals and meeting stakeholder needs ahead of schedule.

Design Lead & Project Manager, Independent Consultant, 2023 – 2024

- Led full interior remodel and renovation project of LA-based midcentury modern hillside 2 bed, 2 bath home.
- Catalyzed client's initial ideas, needs, desires into a viable project vision outlining detailed timelines and prioritizations from design concept to project completion.
- Managed multi-vendor communications, showrooms appointments, site visits, product curation and ordering timelines to ensure project remained on budget, on time or ahead of schedule.
- Collaborated extensively with contractors and architect to advocate client's visions and execution of all desirable.
- Orchestrated multiple on-site ideation and prototype sessions with contractors and architects to problem solve and pivot when necessary to achieve client outcomes.

Senior Documentary Researcher, Cynasty Films, 2020 – 2022

- Conducted cross-cultural ethnographic research within international and domestic beer communities.
- Facilitated in-depth interviews and focus groups with Lambic brewers and industry professionals.
- Introduced actionable concepts that aligned with the film crew's creative goals and vision.
- Cross-functionally collaborated with film's production crew to develop targeted marketing strategies that engaged stakeholders and gained distribution.
- Served as Executive Producer and key financial investor, managing film production timeline, and budget.
- 2023 film premiere at multiple International and Domestic Festivals.
- Drove collective efforts to attain streaming on Amazon Prime Video and Apple TV+.

PRESENTATIONS & PANELS

Interview Panelist, 2023

Educational Testing Service

Plenary Speaker, 2021

California State University, Chico

Portfolio Judge, 2020 - 2021

California State University, Chico

Keynote Speaker, 2019

Turtle Bay Museum

Symposium Moderator, 2017

California State University Chico

Guest Critic, 2016

ArtCenter College of Design

PUBLICATIONS

Evaluating a Middle School Writing Tool through Continuous Impact Evaluation, Artificial Intelligence in Education Technology, Barcelona, Spain. July 2024.

A Personalized Writing Experience for Middle School English Language Arts Teachers and Students: THE CRITERION INTERACTIVE ALPHA VO STUDY, Education Testing Service. Dec 2023.

VOLUNTEERING

Research & Multimedia Mentor, 2024 – Present

ADPList

Chapter Lead of Los Angeles, 2024 – Present

Ladies that UX

Ethnographic Researcher & Social Advocate, 2016

Jovenes, Inc.

EXHIBITIONS

Last Call: An Intoxicating History of Alcohol, 2019

Turtle Bay Museum

West Coast Biennial Juried Art Exhibition, 2019

Turtle Bay Museum

Media Design Practices Thesis Exhibition, 2017

ArtCenter College of Design

3008 Lincoln Artist Takeover, 2016

March Studio

Lecturer, California State University, Chico, 2020 – 2021

- Taught fundamentals and principles of research-led design covering UXD & UXR, design strategy, project management, professional branding and presentation design.
- Curated and facilitated human centered design curriculum utilizing a socially conscious framework.
- Specialized in coaching students to synthesize complex research, effectively articulate concepts, and successfully execute designs.
- Consistently scored in the top percentile in student evaluations of teaching.
- Courses taught in Media Arts, Design & Technology department: Basic Typography, Advanced Typography, Data Visualization, Brand Identity Systems, and History of Graphic Design

Senior Innovative Strategist, Redding Distributing Company, 2018 – 2021

- Spearheaded multiple initiatives for company's internal restructure implementing change management, information architecture, design thinking, and user advocacy.
- Facilitated and executed workshops, focus groups, contextual inquiry and usability testing to understand user needs and cultivate cross-functional collaboration.
- Drove experience transformation by gaining stakeholder trust and working collaboratively with Senior Management.
- Regularly presented work internally to executives, providing compelling design rationale for output.
- Self-managed timelines, design assets, and company-wide communication simultaneously for multiple projects.

Narrative Strategist, Conscious Minds Studios, 2015 – 2018

- Supported documentary team in understanding their desired audience's behaviors, pain points and needs to deliver a compelling story that highlighted their perspectives.
- Conducted focus groups, 1:1 research interviews with audience demographic and applied insights to film's distribution and marketing efforts.
- Curated targeted marketing materials including social media assets and pitch decks to attract funding and engage customers.
- Served as Executive Producer and key financial investor, managing film production timeline, and budget.
- Contributed to release efforts to premiere at 2018 SXSW Film festival
- Drove cross-discipline strategy and execution to achieve Netflix distribution.

Ethnographic Researcher, UNICEF Uganda, 2016

- Developed and implemented junior high curriculum focused on positive affirmation-based learning, highlighting its role in early childhood development and emotional well-being.
- Co-designed various affirmation-based design prototyping sessions with students.
- Built relationships with local primary school system administrators, educators and students.
- Researched implications of Kampala having the youngest age demographic structure in the world.