

Amy Breitreutz

Pronouns: she/her | Last name rhymes with "Bright Lights"
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Profile

Product Design Leader, specializing in complex SaaS platforms

I believe in the powers of data-informed decision-making, falling in love with problems (before solutions), and over-communication to ensure we build the right thing, then build the thing right.

Experience*

Senior Manager, Product Design

Granicus, 2016 - Present**

LARGE-SCALE IMPROVEMENTS

- **Team Leadership** - Implemented strategies to foster employee engagement among our team and with our peers including:
 - Hiring process to decrease bias and increase efficiency,
 - Work ticketing system,
 - Unique 1/1s for sprint work, pipeline work, and goals & drivers
 - Skills mapping to identify team current state and future state
 - Career path matrix
 - Structured team meetings which evolved in agenda and frequency using feedback surveys to ensure content remained relevant and high-value despite changing conditions
 - Fostered professional development opportunities which promoted individual growth and provided benefit to the larger product organization
- **UX Research** - Generated User Research Strategic Process and Research Plan Template
 - Identified need for, and managed large-scale ethnographic Field Research study
 - Synthesized large volumes of qualitative & quantitative data to generate a UX Vision and 5-year UX Roadmap
 - Presented findings and status reports to Board of Directors
- **UX Maturity** - Grew our organization from Level 1 to Level 3 by consistently and persistently advocating for our user's experience in organization-wide strategic decision-making
- **Design Ops** - Created and implemented process to inventory and improve the product organization's collaboration and communication
- **Design Systems** - Introduced, designed and led development of internal library & documentation to improve efficiency and quality of our work
- **Brand Cohesion** - Initiated and led Brand Cohesion projects to align Product and Marketing endeavors

DAILY RESPONSIBILITIES

- Lead human-centered product design strategy and execution across 17 agile scrum teams within a portfolio of complex SaaS products used by government administrations and the constituents they serve
- Coach & develop Product Design team of five, in parallel and collaboration with a design team in Australia
- Facilitate workshops and strategic planning processes among Product Management and Engineering peers
- Plan and execute UX Research, manage UX Research endeavors conducted by in-house staff and 3rd party consultants

Skills

Human-centered Design Leadership
Design Ops
Design Systems
UX Vision
Product Strategy
Product Management
Roadmap Prioritization
Agile Software Development
Project Management
Information Architecture
Wireframes / Prototypes
User Flows / Journey Mapping
Generative & Evaluative UX Research
HTML / CSS / JS Libraries

Education

UX Management: Strategy & Tactics

Interaction Design Foundation
UX courses, certifications & library to enhance on-the-job learnings
Member since 2019

Web Design & Interactive Media

The Illinois Institute of Art
Associate of Applied Sciences, 2015

Psychology, Art (Double major)

University of Northern Iowa
Bachelor of Arts, 2004

Tools

Figma
Miro
Azure DevOps
Jira
Aha!
Storybook
Angular Material
MUI React

- Participate in Backlog Refinement discussions to connect Product decisions with Development solutions
- Tailor communication styles to vastly different audiences (i.e., C-suite, Business Stakeholders, Product Managers, Developers, Users) using written, visual, and verbal communication tactics

** Additional experience details available upon request. From 2004-2016 I was continuously employed among three other full-time leadership roles in retail and higher education.*

*** In 2021 my employer GovQA was acquired by Granicus, which also changed my title, formerly UX Strategy Manager*

Professional Resources

Leaders of Awesomeness

A lively community of UX leaders, designers, researchers, and writers from all over the world, hosted by Jared Spool of the Centre Center

*Recent Intensives: Game-changing Experience Visions,
Raising UX Visibility Through Experience Metrics*

NN/g Nielsen Norman Group

World Leaders in Research-Based User Experience

Frequent reference for myself and team for all things UX