

# AMY Maciejewski

Senior UX Researcher & Designer

## EDUCATION

BSc User Experience  
DePaul University, Chicago US

## CERTIFICATES

Data-Driven Design:  
Quantitative Research  
Interaction Design Foundation  
September 2022

Google Analytics  
Google Analytics Academy  
July 2020

User Research  
Interaction Design Foundation  
December 2019

Accessibility: Design for All  
Interaction Design Foundation  
November 2019

## SKILLS

Design  
Wireframing, Prototyping, Design Systems,  
Accessibility, Visual Design

Research  
Usability Testing (Moderated & Unmoderated)  
Ethnographic Studies, Contextual Inquiry,  
Surveys, Journey Mapping, Personas

Leadership  
Research Ops, Workshop Facilitation,  
UX Maturity Development, Mentorship

## TOOLS

Design & Research  
Figma, Sketch, Jira, UserTesting,  
Optimal Workshop, Lookback,  
Respondent.io, PlaybookUX

Analytics  
Smartlook, Amplitude,  
Google Analytics, DynaTrace

## EXPERIENCE

### Senior UX Researcher & Designer

WR Berkley • October 2023 - Present

I lead research and design for a new enterprise self-service platform supporting insurance agents, internal staff, and clients. I drive UX research maturity across the organization, guiding research operations, mentoring team members, and shaping strategy through actionable insights.

- > Established a scalable design system and component library in Figma and ZeroHeight, improving design consistency and development efficiency.
- > Conducted mixed-method research (interviews + surveys) to define what "high performance" means for agent portals, shaping the product roadmap.
- > Led a contextual inquiry with carriers and agents to support underwriting modernization, identifying cross-role inefficiencies and improving communication.
- > Designed self-service dashboards and configurable reports, reducing billing-related support calls and increasing agent efficiency.

### Senior UX Researcher & Designer

WTW • December 2022 - October 2023

Supported cross-product development teams on internal and external software projects, leading research and design efforts across multiple initiatives. Worked closely with development teams to identify process inefficiencies and develop solutions that improve their day-to-day operations.

- > Designed and implemented dynamic dashboards to visualize employee engagement data, enabling actionable insights and better decision-making.
- > Researched and designed software solutions to reduce the workload on DevOps for cross-segment teams, streamlining processes and improving operational efficiency.

### Senior UX Researcher

Flipdish • July 2021 - October 2022

Led the creation and growth of the UX Research practice at a unicorn startup, establishing scalable processes across six diverse product verticals spanning B2B and B2C domains. Played a key role in building and mentoring the UX team, while continuously refining and expanding the toolkit to support innovation and collaboration.

- > Conducted observational studies and moderated usability tests as part of a comprehensive redesign of the digital kiosk ordering experience, resulting in a reduced error rate and decreased time on task for users.
- > Established regular benchmark studies for B2C products to evaluate the impact of design efforts and identify future roadmap items requiring usability and performance enhancements.

### UX Researcher & Designer

Pramerica • April 2019 - July 2021

Promoted from Associate in June 2020, I served as UX Designer for the external PGIM.com platform and managed ad hoc research projects within a larger team of eight UX/UI designers structured as an internal agency for Prudential Financial.

### UX Developer

Federal Reserve Bank of Chicago • October 2017 - February 2018

Collaborated with a team to redesign and rebuild the Chicago Fed Careers site, improving user engagement and retention among potential applicants. I utilized Google Analytics to analyze user traffic, providing actionable insights and recommendations to enhance website performance.