

Amanda Jene Lewis

PRODUCT DESIGNER | UI/UX

[LinkedIn](#) | [Portfolio](#)

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User-centered product designer with a background in fine arts, web design, and entrepreneurship. 5+ years of experience designing and iterating on live products, managing client relationships, and producing work across print and digital formats. Persistent creative practice spanning design, illustration, marketing, and front-end web development alongside formal academic training in user experience and interface design.

SKILLS

UX/Product Design

Wireframing, Prototyping, Responsive Web/App Design, UX Research, discovery, Usability Testing, Information Architecture, Figma, Adobe XD, HTML/CSS, WordPress

Visual/Creative

Branding, Logo design, Marketing materials, ads, Print-Ready Design, Illustration, 2D Assets, Procreate, Clip Studio Paint, Adobe Creative Suite

Soft/Other

Stakeholder communication, Cross-functional collaboration, Social & cultural sensitivity, Project Management, Iterative Design, Pitching & presentations

WORK EXPERIENCE

FREELANCE DESIGNER | 2017 – 2020, 2025 – PRESENT | (REMOTE)

- Client-facing design work including web development, brand identity, marketing materials, product photography, illustration, and print design
- Notable projects include a full virtual conference website (2025), various branding and web work for multiple small business clients (2017–2020)

FOUNDER & DESIGNER | 2017 – 2020 | MAMA JENE DESIGNS (AUBREY, TX)

- Founded and operated an e-commerce business, growing to 10,000+ customers across a WordPress/WooCommerce storefront designed, built, and maintained entirely in-house.
- Iteratively improved the storefront UX based on sales data and customer feedback, optimizing navigation, product discovery, and checkout flow
- Developed 1,300+ digital and physical products, applying design elements and principles across catalog
- Attended and represented the brand at planner conferences in San Francisco, New York, and Pigeon Forge, engaging directly with the customer community
- Managed a rotating team of influencer collaborators and executed multi-channel marketing campaigns across social media and email

EXPERIENCE CONTINUED

- CO-FOUNDER | 2016 – 2017 | KANDY APPLE MAMA, LLC (FRISCO, TX)**
 - Co-founded an online platform (now StepMomming.com) serving women and mothers in the co-parenting and blended family community, building the brand from concept to a recognized niche presence
 - Designed and maintained the full website and brand identity using WordPress, WooCommerce, and Mailchimp/Drip, including logos, web assets, marketing materials, and visual content
 - Developed and executed a multi-channel marketing strategy across social media, Google AdWords, email campaigns, and SEO, including influencer outreach and sponsor partnerships
 - Created written content, copywriting, and blog posts for the site, social media, and product listings
 - Illustrated and designed digital and physical products as well as all supporting marketing materials
- FREELANCE ARTIST | 2011 – 2013 | (REMOTE)**
 - Fine arts practice in painting, drawing, and sculpting, producing and selling work through local markets, craft fairs, and online platforms while in college
 - Exhibited a series of figure drawings and paintings in a solo public exhibition (2013)

EDUCATION & DEVELOPMENT

BACHELOR OF ARTS IN GRAPHIC DESIGN AND MEDIA ARTS Conc. in UX Summa Cum Laude 2026 Southern New Hampshire University	2020-2024 Self-directed Study Narrative, Concept art, Viz Dev, Sequential Illustration
ASSOCIATE OF ARTS IN GENERAL STUDIES Focus: Visual Arts Magna Cum Laude Phi Theta Kappa 2012 Collin College	2023 Google, Coursera UX Design Process & Foundations in UX
	2021-2022 Project City, Class101 Visual storytelling, Concept art, & Worldbuilding

AWARDS & HONORS

2026 SNHU, graduated SUMMA CUM LAUDE	2012 CCCC, graduated MAGNA CUM LAUDE
Fall 2024, Spring 2026 PRESIDENT’S LIST	2012 CCCC, graduated PHI THETA KAPPA
2024-2026 10 terms SNHU HONOR ROLL	