Amarylis Riehn

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Portfolio: **www.amaryliscreates.com** | LinkedIn: www.linkedin.com/in/amaryliscreates

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SUMMARY

Experienced **UX / UI Designer** with a decade-long foundation in graphic design, specializing in user-centered digital experiences for Fortune 1000 companies, startups, and nonprofits. Skilled in research, wireframing, interaction design, testing, and prototyping, with a track record of solving problems across complex systems and delivering scalable SaaS solutions in healthcare, member engagement, and digital wellness.

SKILLS & TOOLS

Key Skills   (UX) User Experience Design, (UI) User Interface Design, Graphic / Visual Design, Frontend Development (HTML, CSS, JavaScript), SaaS, AI User Design, Research, Wireframing, Prototyping, Testing

- Collaborating and effectively communicating with stakeholders, clients, and cross-functional teams.
- Motivating and encouraging approach to giving and receiving feedback.
- A kind human with a generous attitude.

Tools   Figma, AI Agent Tools, Shopify, Adobe Photoshop, Illustrator, InDesign, Visual Studio Code, GitHub

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FEATURED PROJECTS

SCAN Health Plan   *Research, UX, UI Design | Member Portal Feature | Healthcare | 01/25 - 04/25*

- Medicare Advantage provider **sought to reduce member disenrollment, service call volume, and errors** associated with complex Primary Care Provider (PCP) and Medical Group (MG) changes.
- Audited member and service journeys and conducted stakeholder and user interviews to map the current state, surface pain points, and **revealed continuity of care and specialist access as top priorities for members.**
- **Designed and tested a self-service digital tool** that personalized and simplified the change process, empowering members to make informed choices and maintain continuity, leading to higher quality PCP/MG matches and satisfaction. Decreases service call time and volume while supporting a reduction in disenrollment.

Foodguides.com   *Research, UX, UI, Frontend Dev | Mark Cuban Companies | Health | 10/23 - 06/24*

- Brought a user experience and mobile-first approach to the next iteration of an MVP health & nutrition website.
- Through UX research, established baseline metrics and discovered user problems and opportunities, including the discoverability of content and a need for guidance in their health journey.
- Developed a scalable and user-centric product and brand strategy that met business goals. Includes new features, AI user design, brand identity, and improved usability.

AllWell   *Research, UX, UI Design | CareerFoundry | Healthcare | 09/22 - 04/23*

- Created a responsive web application for family caregivers by engaging in user research to investigate and define the problem in order to design for core needs before testing a prototype and iterating on a solution.
- Included features that cut down on time spent in the caregiver's role by identifying a core need for collaboration and data sharing specific to caring for multiple people and partnering in care.

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WORK EXPERIENCE

UX / UI Designer, Researcher *Agilitee Solutions | Remote | Agency | 10/24 - Present*

- Deliver high-impact digital experiences as part of a 'special forces' team, delighting customers, empowering workforces, and driving measurable results for clients.
- Leverage deep UX research and data-driven strategies, blending proven design methodologies with a startup mindset to deliver fast, scalable solutions for Fortune 1000 companies.

UX / UI Designer, Frontend Dev *Foodguides (Mark Cuban Companies) | Contract | 10/23 - 06/24*

- Improved usability and site performance, evolved the service, and helped more people by bringing a user-focused, data-driven, and mobile-first approach to the next iteration of the health and wellness website.
- Designed user experience and interaction strategy for an AI-powered feature, from concept through prototype.
- Managed end-to-end ownership of the design while working with a cross-functional team.

Graphic Designer & Admin *Jeff Roberts Agency | Hendersonville, TN | Talent Booking | 09/19 - 09/21*

- Multi-faceted role with shifting priorities in a fast-paced environment.
- Optimized company workflow by managing, troubleshooting, and evolving custom software and web products.
- Increased company revenue by researching and analyzing data for targeted sales efforts and digital marketing.

Graphic Designer *Freelance Design Services | Business, Individual, and Non-Profit | 01/10 - 09/19*

- Translated client needs into effective design solutions through strong problem-solving and empathy.
- Created brand identities, marketing materials, organizational collateral, environmental designs, and detailed mockups/comps.

Graphic Designer *IndoorDIRECT | Dallas, TX | Digital Media | 01/09 - 07/11*

- As a part of the creative team, developed and maintained brand identities and digital and print materials.
- Contributed to shareholder value in the acquisition of new restaurant partnerships by designing solutions that effectively enhanced the visual communication of sales presentations.

EDUCATION

UX Design, Certificate | *CareerFoundry* | *Online* | *2023*

Frontend Development for Designers, Certificate | *CareerFoundry* | *Online* | *2023*

Graphic Design, Associates of Fine Arts | *The Art Institute* | *Dallas, TX* | *2008*