

AMANDA VALVERDE

Interaction and product designer with a strong foundation in human behavior, information architecture, and service systems. Experienced in translating complex research into accessible digital interfaces, structured content taxonomies, and clear end-to-end user journeys. Focused on designing intuitive workflows, inclusive design systems, and thoughtful service touchpoints across complex stakeholder environments.

Experience

CAPITOL CREATIVE ALLIANCE, Sacramento, CA (Hybrid) UX/UI & MARKETING SUPPORT, SOCIAL MEDIA LEAD

6/2021 – 8/2025

- Worked directly with CCA co-chairs to develop nonprofit membership platform and conduct usability research, including affinity mapping, stakeholder and staff interviews.
- Conducted open card sorting and tree testing to define the platform's information architecture, streamlining user pathways to critical community resources and intake flows.
- Ran task-based usability and comprehension testing on interactive pricing prototypes to eliminate choice paralysis and clarify tier value propositions (e.g., Kano, MaxDiff).
- Built and deployed custom, responsive website navigation menus using vanilla JavaScript, HTML5, and CSS to streamline podcast episode taxonomy and content discovery.
- Coordinated cross-functional content production and visual asset creation for major fundraising drives, regular content scheduling, and Mailchimp email marketing and newsletters, driving community engagement across multi-channel campaigns.
- Researched engagement trends and user behavior through Hootsuite and Meta Business Suite/Meta Ads Manager platform analytics to inform organizational digital strategy.
- Collaborated on comprehensive organizational policies and provided copy editing.

WORLD RELIEF, Sacramento, CA (Contract Hybrid) MARKETING ASSOCIATE

12/2024 – 2/2025

- Restructured marketing department asset libraries on SharePoint, establishing intuitive folder hierarchies, metadata taxonomies, and standardized file organization to streamline internal asset discovery.
- Designed original digital collateral and reusable Canva templates alongside the Community Engagement Team for marketing campaigns, regional events, and donor communications, ensuring visual cohesion across cross-functional teams.
- Managed weekly multi-channel digital deployment across Facebook, Instagram, X/Twitter, and LinkedIn, creating high-impact calls to action.

GROW DESIGN & DEVELOPMENT, Auburn, CA (Hybrid) UX/UI PRODUCER & SOCIAL MEDIA SPECIALIST

8/2021 – 3/2023

- Created learning management system (LMS) mock-ups for CA State Mandated Reporter Training/LMS and produced courseware content in Articulate Storyline 360.
- Authored Voluntary Product Accessibility Template® (VPAT) for courseware Accessibility Conformance Report and conducted Section 508 accessibility testing with JAWS screen readers across state-mandated training modules.
- Researched multi-state legislation (CA, NV, PA) to translate dense regulatory frameworks into clear, legally compliant learning flows.
- Utilized social media marketing tools to create and maintain brand identities.
- Authored, copyedited, and visually designed courseware scripts and learning assets, aligning complex regulatory content with intuitive instructional flows.
- Analyzed digital marketing strategies, and coordinated content collaborations.

SUICIDE PREVENTION OF YOLO COUNTY, Davis, CA ADMINISTRATIVE ASSISTANT

10/2018 – 3/2020

- Maintained and restructured the iCarol resource directory database, optimizing referral pathways and critical resource access for frontline crisis intervention staff.
- Conducted real-time lethality risk assessments and authored rigorous post-crisis incident logs ensuring strict HIPAA compliance and continuity of care handoffs, and compiled statistical data from the Signs of Suicide® School Education Program.
- Liaised between callers and other services by referring to tertiary agencies in the caller's local area/community.
- Delivered compassionate, non-judgmental crisis intervention and active de-escalation for callers navigating acute distress and mental health emergencies.

Education

MDES, INTERACTION DESIGN CALIFORNIA COLLEGE OF THE ARTS, San Francisco, CA

2025 – 2026

BA, PSYCHOLOGY AND DESIGN UNIVERSITY OF CALIFORNIA, DAVIS, Davis, CA

2018 – 2022