

AMY DOUGHTY

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STAFF PRODUCT DESIGNER | PRODUCT STRATEGY & DESIGN LEADERSHIP

Product design leader with 10 years of experience shaping complex B2B and B2C SaaS products, with a strong foundation in visual and interaction design across web and mobile. Led UX strategy across multi-team initiatives, mentored designers, and influenced product direction through research, strategy, and cross-functional leadership. Known for bringing structure to ambiguous problems and turning complex workflows into clearer, more effective experiences.

CORE COMPETENCIES

- Product & UX Strategy
- Design Leadership & Mentorship
- Cross-Functional Product Leadership
- User Research & Synthesis
- Product Discovery & Roadmapping
- AI-Assisted Prototyping
- Executive & Stakeholder Alignment
- Design Systems & Omnichannel UX
- Visual & Interaction Design
- Usability & Product A/B Testing

PROFESSIONAL EXPERIENCE

DAT Freight & Analytics | Denver, CO

Oct 2022 – Aug 2026

Staff Product Designer (*Aug 2025 – Aug 2026*)

- Led UX, product, and visual strategy for a new Carrier-to-Broker Onboarding experience in DAT One as the sole carrier-side designer, replacing an underused legacy approach. Partnered with the broker product teams to align requirements and release schedules.
- Led adoption of AI-assisted prototyping using Figma Make, GitHub, and Claude Code, helping other designers move concepts from idea to validation in days instead of weeks.
- Reframed an underused email-draft feature into a Gmail- and Outlook-connected workflow, driving a major increase in adoption within the first few weeks of launch and earning strong customer satisfaction.
- Led customer discovery and validation for Carrier-to-Broker Onboarding, including 3 usability studies and 2 in-product surveys of 1,800+ responses, shaping product and release decisions.
- Served as the Carrier and Mobile SME across Product, Design, and Engineering while providing weekly design feedback and 1:1 coaching to an 8-person design team, strengthening product judgment and cross-product consistency.

Sr. UX Designer, Usability (*May 2024 – Aug 2025*)

- Led UX strategy and research across DAT One Search and Posting, connecting high-traffic carrier and broker workflows and improving consistency across web and mobile experiences.
- Led the DAT Power-to-DAT One migration experience, using customer feedback and behavioral data to improve customer satisfaction and help App Store ratings return to 4.5.
- Initiated and led a week-long ethnographic study across 21 carrier companies and 45 dispatchers, spanning standard to enterprise accounts, challenging product assumptions and influencing differentiated Owner-Operator and Dispatcher experiences.
- Mentored a junior designer through 18 months of weekly 1:1 coaching, strengthening product judgment, user advocacy, and cross-functional communication while supporting promotion readiness.

Sr. UX Designer, Mobile (*Oct 2022 – May 2024*)

- Owned end-to-end product design across DAT One Mobile, shipping 30 features from discovery through release across core carrier workflows.
- Partnered with Product and Engineering to modernize DAT One during the transition from DAT Power, simplifying workflows and improving consistency across mobile, web, and the shared design system.
- Used customer feedback, usability research, and product data to continuously improve an experience reaching a 4.7 iOS rating and 4.3 Android rating.

A2Z SYNC | Greenwood Village, CO**Nov 2020 – Aug 2022**UX/Product Manager (*Apr 2022 – Aug 2022*)

- Partnered with executive leadership to translate business goals, customer needs, and technical constraints into product and UX priorities across 10 SaaS initiatives.
- Led coordination across UX, Product, and Engineering, improving design-to-development workflows and handoff practices.

Sr. UX Designer (*Nov 2020 – Apr 2022*)

- Owned end-to-end UX and interaction design across 20 new and redesigned features for complex automotive retail workflows, from discovery through development handoff.
- Designed and validated a new negotiation workflow through iterative prototyping and user testing, reaching production in 4 months and expanding to 4 dealership locations.

Legacy Foundry | Denver, CO**Mar 2019 – Jun 2021**

UX/UI Design Lead (Contract)

- Led UX strategy and visual design for an early-stage startup, partnering with the Founder and CTO on product direction and establishing its foundational design system.
- Led accessibility, research, and design practices for estate-planning tools serving an older demographic while mentoring a junior designer.

AD Design Consulting | Colorado**Jan 2016 – Dec 2020**

UX/UI Designer (Consulting Engagements)

- Delivered UX/UI, visual, and brand design for startup and established clients, partnering directly with Product and Innovation teams.
- Defined requirements, product interfaces, and scalable design systems.

EDUCATION**University of Colorado, Denver****2019**

Bachelor of Fine Arts - Digital Design

- Minor in Human-Centered Design and Innovation
- Minor in Business Fundamentals

TECHNICAL PROFICIENCY**Design:** Figma, Adobe Creative Cloud, Balsamiq**Research & Testing:** User Interviews, Usability Testing, A/B Testing, Prototype Testing, In-Product Surveys**AI & Prototyping:** Figma Make, Claude Code, Codex, GitHub Copilot, Gemini**Product & Analytics:** Jira, Confluence, Mixpanel, Hotjar, Salesforce**Design Systems:** Google Material Design, Apple HIG, Mobile & Web Design Systems