

# Amanda Rieder Sandora

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Empathic researcher who thrives on building relationships + creatively solving problems. With a focus on human-centered methods, I approach each project and role with meticulous care, a dash of humor, and a natural focus on strategic thinking.

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## Work History

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**The Cargo Bike Shop (TCBS)** — One of 2 retail locations selling + servicing cargo and accessible bicycles to families, senior groups, and people with specialized mobility needs  
Madison, WI | Apr 2023 – Jan 2025 (28–40 hours/week)

**Customer Experience (CX) + Adaptive Cycling Specialist** — Work with individuals, parents, and organizations to determine the best machine for achieving their hauling + cycling goals, and to help meet their unique mobility challenges.

- > Strategic process development, systems design, and overhaul of multiple communication channels — 5 Inboxes, Phone + VM, Social Media messages, and Internal Communications — between employees and TCBS owner, B2C, and B2B | Platforms of use: Front, Ascend (POS), Citrus Lime (POS)
- > Put together individual + personalized quotes for all new customer bike sales
- > Develop informational materials, message templates, and internal shortcuts for sharing TCBS process details, cargo bike info, and informed responses to customers' inquiries about cargo bikes, adaptive cycles, or requests for service
- > Created a data dashboard for tracking bike sales, assemblies, and customers' special part orders; and attempted to manage the owner's crazy-busy schedule

**HHAeXchange** — International home healthcare software development company  
New York, NY (fully-remote position) | Dec 2021 – Feb 2023 (FT)

**UX Researcher** — Developed first company-wide research methods process for testing current software and prototypes to address usability issues and accessibility concerns; operationalized data collection, reports, and analysis of UX metrics.

- > Lead recruitment efforts for caregivers to test HHA products; moderated usability testing of mobile apps + web platforms, and conducted user interviews
- > Designed and executed surveys for collection of user feedback; extensive and detailed analysis of qualitative + quantitative data, user quotes, and UX metrics
- > Present data, key results, and recommendations to stakeholders and clients
- > Collaborate with multiple disciplines to develop the best possible experience for users of HHAeXchange software and three mobile applications

### University of Wisconsin-Madison

Madison, WI | Jul 2019 – Dec 2021 (FT)

#### Office of Human Resources | Administrative Services Unit (ASU)

**HR Assistant-Advanced, Compliance Coordinator** — Initiated + analyzed criminal background checks (CBC) of UW-Madison employees and volunteers with the Division of Extension [CBCs of all 4-H leaders for the entire state of WI = ~10,000/yr].

- > Organized and executed recruitments of executive-level positions within OHR, Business Services, and other UW-Madison departments + schools
- > Ensured fair and unbiased recruitment processes by analyzing scoring tools with hiring managers, reviewing interview questions, and providing consultation + recommendations to hiring managers to help make the best possible hires

## Education

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### University of WI–Madison

**Graduate Certificate** (1y program),  
**User Experience (UX) Design**

- Completed: Aug 2021
- Cumulative GPA: 4.0

### Marian University

**B.S., Psychology**

- Minor: Criminal Justice
- Cumulative GPA: 3.8103

### Moraine Park Tech College

**A.A.S., Graphic Communications**

- Cumulative GPA: 3.940

## Systems + Tools

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### > **Adobe Creative Cloud:**

Acrobat | Ai | Id | Ps | XD

### > **MS + Mac:** Excel | Keynote |

Numbers | Outlook | Pages |

PowerPoint | Word

### > **UX Tools:** Dovetail | Jira |

Miro | Optimal Workshop |

Qualtrics (Survey creation + editing;  
reports + data analysis) | Slack

### > CMS Editors | WiX | Basic

Wordpress | WYSIWYG HTML

# Work History (cont'd)

## UW Health

Madison, WI | Jan 2017 – Jul 2019 (FT)

### Waisman Center | Autism Treatment Program

**Autism Spectrum Disorder (ASD) Treatment Specialist** — Early-intervention behavioral treatment + support for 2 – 5-year-old children in a clinic-based setting; extensive data collection, documentation, and note-taking to medical records.

## Lee Enterprises

Madison, WI | Oct 2013 – Dec 2015 (FT)

**Designer** — Newspaper layouts, editing, and feature designs for small, local + regional papers and of Agri-View, WI's leading agricultural weekly newspaper.

## GateHouse Media

Rockford, IL | Nov 2012 – Oct 2013 (FT)

**Page Layout Designer/Copy Editor** — Editor and publisher of online features content for a variety of topics + subject matters; newspaper layouts and editing.

# "Soft," Transferrable + UX Skills

- > **Feeler** — Empathic, emotionally intelligent; fierce advocate for users and members of vulnerable populations (i.e., children, seniors, LGBTQ+, disabled, BIPOC); personable, genuine, and authentic human
- > **Thinker** — Systems thinker, with an acute attention to details; skilled designer of clever, beautiful, and user-friendly organizational solutions, IA, and human experiences; relentless question-asker + quote collector
- > **Communicator** — Exceptional oral, written, and visual communication skills; experienced presenter of pitches, data, research, or design recommendations; collaborative + enthusiastic player on in-person and virtual interdisciplinary teams; strong attention to grammar in written info
- > **Achiever** — Creative problem solver, highly curious, resourceful self-starter, and fun leader; strengths-based leadership approach; consistent skills in building rapport, relationships, and/or connections with others

**Customer/User eXperience (CX + UX) Design:** Ideation | Mock-ups | Pitching | Project Management | Prototyping [in XD and Miro] | Sketching | Strategic Visual Design | Systems Design | User + Task Flows | Wireframing

**User Experience Research (UXR):** Affinity Mapping | Card Sorting | Competitive Analysis | Customer Journey Mapping | Data Collection + Analysis | Descriptive + Inferential Statistics | Persona Creation | Qualitative + Quantitative Research Methods | Questionnaires | Research Operations + Designs | Strategic UX Writing | Survey Writing + Design | Usability Testing | User Interviews

# Professional Development

**NN/g Research-Ops: Operationalizing and Socializing User Research** — UX Research (UXR) Specialty | Jan 2023

**NN/g How to Interpret UX Numbers: Statistics for UX** — UXR Specialty | Jan 2023

**NN/g The One Person UX Team** — UXR Specialty | Jan 2023

**1st Annual HHAckathon** — HHAeXchange (3-day work trip) Boston, MA | Jul 20 – 23, 2022

- 6 cross-functional development + UX teams competing for a \$1500 prize and tasked to:
- solve a big company problem
- train on AWS products to create a functional [coded] product/solution
- present solution + developed product to all teams, HHA executive leadership, and a virtual panel of judges who needed "big problems" solved

**Data Visualizations + Story-telling with Kevin Hartman,** Google Data + Analytics Evangelist — Oct – Dec 2022 | 6w course

**Emotional Intelligence Cohort** (UW-Madison) — Jan – Feb 2021

**Hello Design Thinking with David Kelly,** IDEO Founder, IDEO Online Learning Experience — Jan – Jun 2020 | 6w course

**Plain Language Certificate** (UW-Madison) — May 2020

**UW Agile/Scrum Workshop** (UW-Madison) — Mar 2020

**Brain + Behavioral Science Fundamentals,** The Team W — Sep 2018 | Self-paced web courses