



Amy Hively

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Portfolio

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Contact

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Skills

Design & Process

+ UX Direction
+ UX Collaboration
+ Agile
+ Design System
+ Product Discovery

Research

+ Web Accessibility
+ UI/UX Best Practices
+ AI Integration
+ eCommerce
+ Retail Strategy
+ User Insights/Input

Tools

+ Figma
+ Storybook
+ Salesforce Commerce
+ Azure DevOps
+ Userlytics
+ Adobe Target
+ AEM/CJA
+ Adobe Workfront
+ Adobe Creative Cloud
+ Power Automate

Development

+ HTML & CSS
+ SCSS
+ Javascript
+ jQuery
+ XML
+ SVG Animation
+ WordPress

Job Experience

NFM | Omaha, NE

UX & Front-end Manager | February 2023 - Present

- Manage a multidisciplinary team of internal UX Designers and Engineers, alongside external design contractors, leading the creative strategy and operational execution for front-end experiences, content management, and project backlogs.
- Partner with Product Owners to translate business goals into technical requirements, leading early project discovery and translating those needs into actionable work items within Azure DevOps.
- Govern the prioritization of a dual-track backlog, navigating the intersection of Agile IT processes and hard-deadline marketing initiatives to ensure timely delivery of business-aligned goals.
- Manage the NFM.com design system strategy, defining Figma standards for consistency and overseeing the implementation of a coded-component library in Storybook.
- Lead the end-to-end research lifecycle by partnering with external vendors to conduct moderated and unmoderated user studies, ensuring data-driven insights inform design creation and project discovery.
- Utilize A/B testing methodologies and data analysis to identify user needs, iterate on designs, and continuously improve conversion rates.
- Direct and mentor the team through research, creative problem-solving, and emerging technology adoption.
- Define the strategy and roadmap for Salesforce Page Designer enhancements, with focus for transitioning content ownership and management to Marketing and Site Merchandising teams and support business and promotional requirements.

Lead UX Designer | November 2021 - February 2023

- Served as the primary UX contact and strategic voice within marketing and e-commerce planning, leading discovery and implementation efforts for new functionality and third-party vendor integrations.
- Oversaw creative quality through design reviews and mentorship of fellow UX designers.
- Established and maintained internal documentation for design processes, team resources, and brand/accessibility standards.

UX Designer | October 2019 – November 2021

- Managed the end-to-end migration of website content to a new platform, ensuring a successful go-live during a critical period of business reliance on digital channels.
- Optimized the retail user experience and conversion rates through rigorous A/B testing, data analysis, and user research.
- Developed templates for the shopping funnel and homepage, empowering Site Merchandisers to manage content within Salesforce CMS.
- Championed accessible, brand-compliant content and creative, directly improving adherence to WCAG guidelines and SEO performance.
- Built the foundational infrastructure for team training, process documentation, and content management.
- Completed a 6-month leadership cohort focused on professional development and management strategies.

Job Experience (cont'd.)

Ervin & Smith | Omaha, NE

Web Developer | May 2016 - October 2019

- Lead developer for the agency's largest client, managing end-to-end web projects, budgets, and project resourcing.
- Acted as the primary technical point of contact and lead for client website launches.
- Developed custom WordPress themes and landing pages using HTML, CSS, jQuery and JavaScript.
- Developed email campaigns utilizing HTML and CSS.
- Served as the agency Subject Matter Expert (SME) for accessibility, leading research and training all teams with supporting documentation.
- Selected for an exclusive 6-month leadership cohort to advance management intent and interpersonal skills.

Infofree.com | Omaha, NE

Graphic & Web Designer | February 2015 - May 2016

- Designed, developed, and managed landing pages and WordPress sites.
- Developed email campaigns, web templates, and digital assets.
- Created interactive documents, infographics, and forms.
- Assisted with final production of video content, including editing and transcription.
- Designed social media content, web banners, and Facebook ads.

Education

Creative Center | Omaha, NE

Bachelor of Fine Arts degree in Graphic Design

Associate of Occupational Studies degree in Graphic Design

Programs, Recognition, & Honors

President's Award Nominee (2023, 2024, 2025, 2026) | NFM | Omaha, NE

Peer-nominated for demonstrating core company values, recognizing professional excellence and leadership within the organization.

WomenLead Graduate (2021) | NFM | Omaha, NE

Selected via competitive application for an 8-month leadership development program focused on management growth, self-reflection, and collaborative strategies.

Way to Leadership Graduate (2018) | Ervin & Smith | Omaha, NE

Hand-selected by leadership for an exclusive 10-person cohort program; focused on developing core leadership intent and interpersonal communication skills.

Academic Honors & Awards (2012–2015) | Creative Center | Omaha, NE

Recipient of six awards, including President's Honor Roll and Top Six Portfolio.