



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

Research

- + Web Accessibility
- + UI/UX Best Practices
- + AI
- + eCommerce
- + Omnichannel Presence

Tools

- + Figma
- + Photoshop
- + Illustrator
- + XD
- + InDesign
- + Sketch
- + Salesforce Commerce
- + Adobe Target
- + AEM
- + Userlytics
- + GitHub
- + AzureDevOps
- + Workfront
- + Power Automate

Development

- + HTML
- + CSS
- + WordPress
- + JavaScript
- + jQuery
- + SVG Animation
- + XML

Job Experience

NFM, Omaha, NE

UX Design Manager – February 2023 - Present

- Supervise and mentor team of UX Designers
- Coach team through creative problems and solutions through positivity and resourcefulness
- Mentor team with focus on research, design and emerging technology
- Operate and manage backlog of work for UX designers and collaborate with team scrummaster
- Ensure quality and optimization for all output work including code and design
- Review creative to ensure optimal user experience, brand adherence and quality
- Collaborate with various departments and team leads to align with business goals
- Facilitate team project management, product design and development

Lead UX Designer – November 2021 - February 2023

- Continued many of my duties from my UX Designer position with the emphasis of being a primary contact for UX team and leading voice within marketing & e-commerce planning and discussions.
- Team lead for discovery and implementation projects with vendors or new functionality
- Creative reviewed & mentored fellow UX Designers
- Primary trainer and documenter for processes and resources
- Ensured adherence to brand and accessible practices

UX Designer – October 2019 - November 2021

- Led and managed the migration of all website content onto a new platform, ensuring a successful go-live.
- Optimized experience and mentored peers throughout a period when all stores were closed unexpectedly and business relied on website success.
- Optimized the user experience (UX) for the new retail website through A/B testing and data analysis, focusing on conversion rate improvements.
- Led and contributed towards the growth of accessible, branded content that improved the website's SEO presence.
- Utilized A/B testing methodologies to gather customer insights and iterate on website designs.
- Conducted user research and analyzed website data to identify user needs and continuously improve the overall website experience.
- Strengthened the customer journey by creating and analyzing website content templates used throughout the shopping funnel, including the development of a new homepage presence with HTML, CSS & JavaScript.
- Maintained awareness of emerging trends in web design, e-commerce best practices, and website accessibility.
- Built and organized team documentation for training and processes as well as platform infrastructure for content management
- Promote user-centered, cohesive design, principles, and awareness for marketing and promotional improvements
- Graduated a 6-month female cohort in support of growth in leadership skills

Job Experience (cont'd.)

Ervin & Smith, Omaha, NE

Web Developer – May 2016 - October 2019

- Lead web developer for our largest client with responsibilities that include leading all web projects, managing majority of web project budgets and primary support for technical questions within the agency
- Primary contact for web development budget planning and project resourcing/input
- Develop custom landing pages for clients using HTML/CSS, jQuery and JavaScript
- Custom Wordpress theme development
- Lead developer for launch of client website from start to finish
- Develop emails using HTML/CSS
- Completed an exclusively-selected leadership cohort that took place over 6 months
- Agency SME for Accessibility: Thoroughly researched web accessibility for all-agency and trained all teams with supporting documentation based on research

Infofree.com, Omaha, NE

Graphic & Web Designer – February 2015 - May 2016

- Design, develop and manage landing pages
- Design and develop e-mails (internal marketing and client campaigns)
- Wordpress development/editing
- Mock up templates for web & e-mail
- Design interactive documents and infographics (forms, video, etc.)
- Video editing and transcription (testimonials, etc.)
- Design and manage social media posts
- Design web banners, Facebook ads, and other online content

Education

2012 - 2015 - Creative Center, Omaha, NE

Associate of Occupational Studies degree in Graphic Design, May, 2014.

Bachelor of Fine Arts degree in Graphic Design, May, 2015.

Programs, Recognition, & Honors

2023 & 2024 - Presidents Award Nominee - NFM, Omaha, NE

NFM holds in-house nominations for staff to be elected by their peers for a Presidents Award, based upon their demonstration of NFM's core values. Those selected as winners by company leaders are awarded at the annual staff recognition event. I have been nominated twice in my time at NFM and this is such an honor.

2021 (8 Month Program) - WomenLead - NFM, Omaha, NE

Following support from 3 peers and a personal application, I was accepted into a class of staff for NFM's WomenLead program and graduated. This experience furthered my growth and self-reflection on who I wanted to be as a manager and a collaborator with others.

2018 (6 Month Program) - Way to Leadership - Ervin & Smith, Omaha, NE

Specially selected by my manager and supported/voted by other company leaders to take part in an exclusive 10-person leadership journey course. This experience helped me take leaps in learning what my intent was as a leader and growing my interpersonal skills.

2012 - 2015 - 6 Awards - Creative Center, Omaha, NE

Awards include Top Six Portfolio & President's Honor Roll

Volunteer Experience

October 2019 - Pack Lunches, Organize & Cleanup - Completely Kids, Omaha, NE

July 2019 - Community Cleanup & Gardening - The Union, Omaha, NE

May 2019 - Cleaning & Organizing - Stephen Center, Omaha, NE

November 2015 - July 2016 - Do Space, Omaha, NE

January 2015 - Nebraska ADDYs Award Show - Creative Center, Omaha, NE