Edward Amaral Digital Product Design | UX | UI | GAI San Francisco Bay Area
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Professional Summary

Design leader with 13+ years of experience transforming complex enterprise systems and aligning cross-functional teams around user-centered strategy. I specialize in navigating ambiguity, modernizing legacy platforms, and building scalable, outcome-focused experiences. As AI reshapes execution, I bring the systems thinking and design governance needed while maintaining a sharp eye on detailed execution of design — to ensure velocity doesn't compromise intent—enabling the future of AI-augmented teams to deliver with clarity and consistency.

Professional Experience

Lead Product Designer - SaaS
VMware
Palo Alto CA
September 2019 – February 2024

For 2.5 years, I lead the redesign and retooling of VMware's multi 'Epic' license to SassS business transformation. From scratch, we redesigned VMware's SaaS legacy tool (Model N), replacing it with a CPQ (Configure, Price, Quote) and an updated purchase history experience. The new workflow impacted an estimated $2.8 billion in additional revenue per year by increasing sales velocity by 700% for 8,000+ sales reps.

- Sole designer for 2.5 of a 4.5-year initiative, driving usability, efficiency, and revenue impact.
- Drove large-scale, ambiguous, cross-functional epics, partnering across multi BU landscapes and orgs, Business Ops, Product Ops, IT, Engineering, Product, and Research.
- Designed automated SKU compatibility across VMware's portfolio of products.
- Designed validated and confirmed workflows and interactions with users and customers.
- Redesigned legacy tools enhancing usability for purchase history management.
- Accessibility-focused enhancements within GJEP, ensuring a more inclusive experience.
- Partnered with IT to redesign ACPQ's UI, optimizing performance and large-scale data visualization.
- Conducted use case analysis with Product and Business Ops to align design with strategy.
- Delivered high-impact wireframes, prototypes, and user-tested experiences that set a design benchmark.
- Refined visual and interaction experiences while considering the holistic user journey.
- Applied qualitative and quantitative research to iterative process, aligning business, user customer goals.
- Championed a user-centric design-thinking culture across orgs.
- Led user research, usability, and AB tests to enhance the experience.
- Developed low-to-high-fidelity wireframes and prototypes for testing and engineering requirements.
- Wrote UX content and executed detailed label and title tests for cognitive clarity and usability.
- Operated autonomously across abstraction levels, translating complex needs into innovative solutions.

Lead UX | Product Designer - Mobile iOS
f'real foods
Emeryville CA
January 2019 – September 2019

As the sole Product and UX Designer, I guided F'real through their first product design initiative—transforming a vague need for an app into a strategic, user-centered solution that boosted sales velocity and improved service to their most underserved, fastest-growing customer segments.

- From scratch, Led the end-to-end design of F'real's first native mobile B2B application.
- Conducted discovery workshops and iterative design sprints.

- Designed 32 key features to address gaps in support of F'real's fastest-growing market.
- Validated designs through user testing and usability studies.

Lead UX Designer - Shopping 2.0
Delta Dental of California
Oakland CA
August 2018 – January 2019

Reversed major drop-off issues and improved conversions by leading the end-to-end redesign of Delta Dental's Shopping 2.0, transforming how customers shop for dental insurance.

- Achieved a 50% drop-off reduction and a 100% conversion increase through an optimized redesign.
- Led the experience and UI design addressing customers distrust in insurance while leveraging the transition from Angular to React.
- Innovated a trust-building shopping experience with personalized choice-driven outputs.
- Designed a responsive web interface that mimics a mobile app experience, enhancing usability.
- Partnered with Product and Design teams in the refinement of the web interface and user experience.

Senior UX Designer - Help
Cisco
East Bay CA
September 2017 – August 2018

Data driven decisions for 2 primary B2C platform portals, boosting adoption and transforming a search-based article repository into an immersive, responsive video learning experience.

- Partnered with agile development teams in India and China to execute an end-to-end strategic redesign.
- Led the transformational UX design for Collaboration Help and Webex for Developers.
- Drove adoption by leveraging a dedicated metrics platform, automated feedback mechanisms, and qualitative/quantitative data.

Sr Product Designer - SaaS
Unilog
Campbell CA
March 2014 – Dec 2017

- Worked directly with the CTO and the Director of Subscriptions in reimagining and redesigning the UI and refining the user experience for both their SaaS and CMS.

UX Designer Level 3
eBay
San Francisco CA
July 2013 – Nov 2014

- Reimagined and redesigned the UI and user experience for eBays GBC (global brand center). A CMS for all things eBay including brand guidelines and global marketing assets.

Sr Visual Designer
SAP
Remote
July 2012 – May 2013

- Visual designer for marketing and social enterprise. A focus on thought leadership, I brought visual thinking to the fore-front of content saturated campaigns moving the needle by a 20% increase in customer engagement. CTA's, web banners,

info-graphics, responsive email, slide decks and info-animation videos. Earned two legacy badges published on SAP's Marketing Innovations.

Sr Production Designer
Apple
Cupertino CA
July 2012 – Dec 2012

- UI Production Designer for Apples iOS7 operating system. Everything you see on your iPhone today. Mandated and lead by Johny Ives, the entire iOS7 was redesigned din just 6 months.

Key Skills

- Cross-organizational Leadership
- Design Systems Development
- Data-Driven Design
- User Research and Testing (usability and AB)
- Accessibility Enhancements
- High-Fidelity Prototyping
- UX Design
- Product Design
- UI Design
- Interaction Design
- Visual Design
- Figma
- Wire Frames
- Design Systems (Clarity, Lightning Design)
- UX Writing
- Generative AI
- Marketing Communications
- Asset Creation
- Animation
- Video Production
- Graphic Design

Education

Chabot College
- Associate of Arts (AA), Graphic Design
- Associate of Arts (AA), Arts and Humanities
- Associate of Arts (AA), Film and Animation