

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

Contact: Phone: 510-673-5430 | Email: amaralcreative@gmail.com

LinkedIn: www.linkedin.com/in/edwardamaral

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 to ensure velocity doesn't compromise intent—enabling the future of AI-augmented teams to deliver with clarity and consistency.

Professional Experience

Head of Design - US Expansion

MapTech Agency

Remote

March 2025 – Present

- Serving as strategic partner and U.S. lead for market expansion of MapTech's IT and UX services.
- Spearheading brand visibility, digital outreach, and new business acquisition for U.S. clients.
- Designed and executed an end-to-end marketing funnel, targeting small businesses and tech-forward startups.
- Produced high-conversion marketing assets, including videos, static ad banners, and email campaigns.
- Led strategic marketing implementation, aligning creative campaigns with lead-gen goals and product positioning.
- Collaborated with international design and dev teams to ensure market fit and messaging consistency.

Principal Experience Designer - Presentation

33 Degrees Media

Los Angeles CA

March 2024 – 2025

- Execute design leadership at the strategic level along side the CEO and founding partners.

Lead Product Designer - SaaS

VMware

Palo Alto CA

September 2019 – February 2024

At VMware, we focused on designing intuitive data visualization experiences that allowed sales teams to easily search, find, and select key information within the UI. We also designed the experience to automate SKU compatibility within the SaaS product catalog, helping users avoid configuration errors and move confidently through complex workflows. Partnering closely with IT, I ensured the interface only surfaced relevant, actionable data to reduce cognitive load and accelerate decision-making. The result? Impacted an estimated \$2.8 billion in additional revenue per year by increasing sales velocity by 700% for 8,000+ reps, leading UX strategy and product design for VMware's high-risk, global license-to-SaaS sales motion.

- Designed and optimized a global sales platform addressing critical business limitations.
- Served as the sole designer for 2.5 years out of a 4.5-year initiative, driving the ongoing enhancement through user advocacy and efficiency in usability.
- Designed UI and experience from scratch, automating SKU compatibility across VMware's extensive portfolio.
- Delivered user-approved designs using Figma, Salesforce Lightning, and VMware Clarity design systems.
- Drove large-scale cross-functional projects with teams across business ops, IT, engineering, and research.
- Improved usability for managing purchase history data through UI redesigns and best practices.
- Advocated for accessibility with GJEP-based enhancements for inclusivity.
- Led cross-functional teams to drive large, complex, and ambiguous initiatives, collaborating with Business Ops, Design Ops, IT, Engineering, Product, Research, and Design.

- Partnered with a large IT team to redesign the UI for ACPQ, implementing best practices to improve loading performance and optimize the display of extensive purchase history data.
- Collaborated with Product Management and Business Ops to identify opportunities and conduct use case analysis, aligning design solutions with product strategy.
- Delivered high-impact design artifacts, including wireframes, prototypes, and validated user experiences that set the standard for design excellence.
- Designed and refined visual and interaction experiences while considering the holistic user journey and broader product ecosystem.
- Leveraged qualitative and quantitative user research to iteratively improve UX, ensuring alignment between business objectives and user needs.
- Led accessibility-focused enhancements within the GJEP framework, creating a more inclusive and user-friendly experience.
- Championed a user-centric, design-thinking culture within the team and across organizational partners to drive innovation.
- Conducted and guided user research, usability testing, and product consistency reviews to enhance the overall experience.
- Developed low-to-high-fidelity wireframes and prototypes for iterative testing, user interviews, and engineering collaboration.
- Created UX writing and detailed label/title testing to enhance cognitive clarity and usability.
- Operated autonomously at multiple levels of abstraction, translating business objectives and user needs into innovative design solutions.

Lead UX / Product Designer - Mobile iOS

f'real foods

Emeryville CA

January 2019 – September 2019

- Team and product designer of ONE for the end to end design of this complex mobile hardware and product service application.
- Led the end-to-end design of F'real's first native B2B mobile application, designing and building it from the ground up.
- Conducted discovery workshops and iterative design sprints.
- Developed an MVP framework with 32 key features to address gaps in support for F'real's fastest-growing market.
- Validated designs through user testing and usability studies.
- Enabled customers to increase sales velocity and access rapid service for their hardware, driving business growth.

Lead UX Designer - Shopping 2.0

Delta Dental of California

Oakland CA

August 2018 – January 2019

- Led the UX/UI redesign of Delta Dental's Shopping 2.0, transforming how customers shop for insurance.
- Designed an experience to address customer distrust in insurance while leveraging the transition from Angular to React.
- Innovated a trust-building shopping experience with personalized choice-driven outputs.
- Developed a responsive web interface that mimics a mobile app experience, enhancing usability.
- Collaborated with teams to create responsive web interfaces and refine UX content for clarity.
- Achieved a 50% reduction in drop-off rate and a 100% increase in conversions through optimized design.

Senior UX Designer - Help

Cisco

East Bay CA

September 2017 – August 2018

- Led the transformational UX design for two primary B2C portals: Collaboration Help and Webex for Developers.
- Drove adoption by leveraging a dedicated metrics platform, automated feedback mechanisms, and qualitative/quantitative data.

- Transformed a search-based article repository into an immersive, responsive video learning experience for desktop and mobile.
- Collaborated with agile development teams in India and China to execute an end-to-end strategic redesign.
- Leveraged data to enhance usability across platforms, improving adoption metrics.
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Senior Interaction Designer - Adoption

Capital One

San Francisco CA

Feb 2017 – July 2017

- Led UX and interaction design for Capital One's National Small Business (NSB) web and mobile cross-pollination initiative, driving seamless user engagement across platforms.
- Spearheaded multiple 2-week agile sprints, collaborating with product managers, engineers, and stakeholders to deliver high-impact solutions.
- Designed, tested, and launched a mobile adoption strategy, leading to a quick-win solution that successfully motivated users to download the native mobile app within one month.
- Conducted user research, A/B testing, and usability studies to ensure an intuitive end-to-end experience, aligning with business objectives and user needs.

Sr Product Designer - SaaS

Unilog

Remote

March 2014 – Dec 2016

- 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, CMS

eBay

Campbell CA

March 2014 – Nov 2014

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

Sr Visual Designer, Social

SAP

Remote

July 2012 – May 2013

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

Sr Production Designer, iOS7

Apple

Cupertino CA

July 2012 – Dec 2012

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

Key Skills

- Cross-organizational Leadership
- Design Systems Development
- Data-Driven Design
- User Research and Testing
- Accessibility Enhancements
- High-Fidelity Prototyping
- UX Writing and Cognitive Clarity
- UX Design
- Product Design
- UI Design
- Interaction Design
- Visual Design
- Figma
- Design Systems
- Generative AI

Education

Chabot College

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