



AMY MAGAZU

215.817.8571 // amymagazu@gmail.com // amymagazu.com
linkedin.com/in/amymagazu

BANK OF AMERICA 09/2011 — PRESENT

SVP // ASSOCIATE DIRECTOR

- Manage and lead a team of 12 supporting Bank of America's digital strategy, experience, and implementation of Wellness, Life Plan, and Rewards programs.
- Lead strategy and design to create multiple future state concepts for BofA.
- Led design of new Preferred Rewards Lifestyle Benefits digital experience for Preferred Rewards Diamond and Diamond Honors tiers.
- Provided creative direction and oversight of XD research, timelines, resource planning & management, sprint planning, training new hires, and mentorship.
- Since launch of Life Plan, our data metrics are as follows (as of 3/2023):
 - 10m+ Life Plan clients helping to improve their financial futures with the fastest growing digital tool at BofA.
 - Life Plan users add more than \$55 Billion to BofA accounts in 2 years.
 - Since launch, clients using Life Plan set up more than 2.3 million follow-up appointments with Bank of America financial specialists.

VP // SENIOR INTERACTION DESIGNER

- Led and managed a team of 4 with program planning, timelines, user flows, spec documentation, QA testing, and implementation support.
- Designed and supported large scale digital initiatives for Bank of America Personal Financial Management.
- XD liaison for 2 tech agile rooms to provide SWAG for resource allocation, attend grooming sessions, and tracked sprint schedule for XD resources.

VP // INTERACTION DESIGNER

- Led and managed a team of 4 with program planning, timelines, user flows, spec documentation, QA testing, and implementation support.
- Led, designed, and supported the redesign of the client-side Merrill Edge and Wealth Management web experience with a new architecture and design to be compliant with the enterprise Bank of America design system.

NUTRISYSTEM 11/2008 — 09/2011

SENIOR INTERACTION DESIGNER + PROJECT LEAD

- Responsible for 2 direct reports and provided senior level guidance and mentorship.
- Led the digital strategy, development, and creation of all user-centered features, functionality, and products.
- Responsible for key deliverables such as competitive analysis, user analysis of current functionality, flow diagrams, high fidelity wireframes, business requirements documentation, A/B testing, as well as contributions to functional specifications for front end UI.
- Project led food customization, members community, and sales funnel digital experience with timelines, action items, user flows, business requirements, UI spec documentation, QA testing, and implementation support.

EDUCATION

MAY 2007

PHILADELPHIA UNIVERSITY

Master of Science
Instructional Design + Technology

MAY 2004

PHILADELPHIA UNIVERSITY

Bachelor of Science
Graphic Design Communication

ACCOMPLISHMENTS

MARCH 2021

United States Patent
US 10,937,038 B2
Navigation system for managing utilization of resources

DECEMBER 2020

Q4 2020 Quarterly
AS&DB Award

MARCH 2018

Nominee for Yearly Digital
Banking Team Player Award

FEBRUARY 2018

Q1 Top Performer
Retail Banking

MAY 2014

Q2 Top Performer
Retail Banking

MAY 2007

Graduated with a 4.0 GPA
Masters of Science
Philadelphia University



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NUTRISYSTEM, INC.

11/2008 — 09/2011

PRODUCT DESIGNER + PROJECT LEAD

- Led the digital strategy, product design, and development of food customization, members community, and sales funnel digital experiences with timelines, action items, business requirements, and implementation support.
- Responsible for key deliverables such as competitive analysis, analysis of current functionality, flow diagrams, high fidelity wireframes, and A/B testing.

GSW

05/2008 — 11/2008

USER EXPERIENCE LEAD

- Led program strategy and IA for all agency digital experiences.
- Managed the allocation of creative resources, budget, and time for digital deliveries.

VANGUARD

07/2004 — 05/2008

PRODUCT DESIGNER

- Visual designer for large scale initiatives like Qualified and Non-Qualified Retirement plans, Vanguard Financial Planning experience, and the new Open an Account experience, for Vanguard Retail digital web.
- Responsible for high level design, spec documentation, QA testing, and implementation support.
- Designed and managed 2 patterns within the design system.

SKILLS

DESIGN LEADERSHIP

People and culture management
Talent acquisition
Talent pipeline development
Career development planning
Performance calibration

PRODUCT DESIGN

Design thinking facilitation
Strategy + vision facilitation
User flows
Wireframes
Interaction Design
UI/UX Design
Visual Design
Product Design
Design systems

TOOLS

Sketch
Figma/FigJam
Invision (+Freehand)
Adobe Creative Suite
Keynote
Axure