

# AMY RICHARD

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UX and Digital Product Design Leader with 15+ years of experience shaping large-scale digital experiences across government, retail, and B2B SaaS. Expert in **leading cross-functional design teams**, scaling design operations, and delivering user-centered, mobile-first solutions that align with business goals. Proven track record of improving customer satisfaction, reducing friction, and modernizing digital platforms. Recognized for **mentorship, accessibility advocacy, and executive influence** that elevate both product outcomes and team performance.

## CORE COMPETENCIES

- UX Strategy & Vision | Human-Centered Design | Accessibility (WCAG, Section 508)
- Design Team Leadership | Mentorship | Career Development  
Scalable Design Systems | DesignOps | Governance
- Data-Driven Decision Making | Research, Analytics, & A/B Testing
- B2B SaaS & Government Platforms | Mobile-First Design
- Cross-Functional Collaboration | Stakeholder Influence | Change Management

## EXPERIENCE

### Internal Revenue Service – Section Chief, IRS.GOV Operations

2024 – PRESENT

- Lead a **10-person team** overseeing one of the most visited government websites, ensuring compliance, accessibility, and seamless user experiences.
- Shape **digital strategy and modernization initiatives**, integrating AI-driven solutions to improve site performance, scalability, and taxpayer engagement.
- Partner with executive leadership on **digital transformation**, system upgrades, and cybersecurity strategies.
- Foster a **collaborative, high-performing team culture**, mentoring staff and aligning goals with organizational priorities.

## CargoSense – VP, Product Design

2021 – 2024

- Directed design strategy for a B2B SaaS logistics platform, achieving a **15% increase in user satisfaction** and **20% reduction in support tickets**.
- Built a **design system** that reduced time-to-market for new features by **25%**, accelerating product delivery and ensuring consistency.
- Scaled and mentored a cross-functional design team, elevating design maturity and embedding human-centered practices across the org.
- Championed integration of **AI/ML capabilities** to streamline workflows and improve product usability.
- Partnered with C-level leadership to define roadmaps, align design outcomes with growth metrics, and drive customer acquisition.

## Internal Revenue Service – Principal UX Designer

2012 – 2021

- Led multidisciplinary teams to deliver accessible, intuitive digital products serving millions of taxpayers.
- Advocated for **user-centered design and accessibility compliance**, ensuring all digital products met Section 508/WCAG standards.
- Designed and optimized **end-to-end user journeys**, leveraging research and analytics to reduce friction and increase engagement.
- Mentored junior designers, creating a **culture of collaboration and growth** within the design team.

## MacroSys Research & Technology – Lead UX Designer

2009 – 2012

- Oversaw UX design for government and enterprise applications, delivering high-quality, user-centric solutions.
- Established design standards and best practices, improving design consistency across projects.

## Princess House – Senior UX Designer

2005 – 2009

- Designed and maintained digital experiences for retail audiences, balancing usability with brand and business objectives.
- Created personas, site maps, and wireframes to optimize content and navigation.

## EDUCATION

**MS, Human-Computer Interaction (HCI)** – DePaul University, 2015

**BA, Graphic Design** – Bridgewater State University, 2008

**AS, Computer Science** – Bristol Community College, 2005