

Amy Witt

SENIOR LEAD PRODUCT DESIGNER

amyewitt@gmail.com

amyewitt.com

630 204 3021

Denver, CO

Senior lead product designer with deep experience scaling B2B SaaS from scrappy v1s to **enterprise-grade** platforms. I partner closely with product and engineering to drive revenue, retention, and growth, while building and leading high-performing design teams and shipping complex, customer-centered work at scale. Before product, I spent a decade as a teacher and college counselor in under-resourced schools — where I first found that designing tools to empower people was the work I loved most.

EXPERIENCE

Senior Lead Product Designer OCT 2023 — PRESENT

Moxie · Remote

Product Designer **OCT 2023** → Senior Product Designer **JUL 2024** → Senior Lead **JAN 2026**

Founding designer for the operating system aesthetic practices run on. Scaled the product from solo-provider v1s to enterprise, multi-location systems across payments, scheduling, compliance, and reporting. I built and now lead the design team (one to four): I set the quality bar and coach designers to own entire surfaces, tying design to revenue and retention.

Head of Product FEB 2020 — OCT 2023

Overgrad · Remote

Product Designer **FEB 2020** → Head of Product — product manager & designer **JUL 2020**

Led product for a college-counseling SaaS used by charter networks. Shipped typed custom data fields, self-serve reporting, and live in-product dashboards that replaced teams' exports to Tableau, Sheets, and Airtable.

Product Designer JUN 2018 — FEB 2020

Granicus · Denver, CO

Designed workflow and reporting experiences for government and public-sector SaaS.

College Counselor & Teacher 2006 — 2017

A decade in under-resourced schools — New York, Chicago & the Bay Area

College Counselor — Leadership Public Schools, Richmond, CA · **2014-2017**

College Counselor & Math Teacher — Rauner College Prep, Chicago, IL · **2008-2014**

4th Grade Teacher, Teach For America — PS 284, Brooklyn, NY · **2006-2008**

EDUCATION

Designer Track — UX/UI & Frontend Web Development 2017 — 2018

Bloc

M.S. in Teaching 2006 — 2008

Pace University · New York, NY

B.A. in Psychology 2002 — 2006

DePaul University · Chicago, IL

SKILLS

What I do

User & market research

Information architecture

Interaction design

Wireframing

Hi-fi mockups

Rapid prototyping

Usability testing

What I use

Figma

Sketch

Balsamiq

InVision

Photoshop

HTML / CSS

LEADERSHIP & AWARDS

2023 — PRESENT

Built & lead the design team

Moxie · one designer to four; design system, e-scripts & scheduling shipped under my direction

2025

Value Award — *Simplify & Learn*

Moxie

BEYOND WORK

Exercise · Traveling · Camping · Hiking — and chasing around my son, Sullivan, who loves to dance.