

Amanda Cathey

Senior Product Designer | CRM, Payments, Design Systems & AI

amandacathey.com | linkedin.com/in/amanda-snyder-cathey-9535461

SUMMARY

Design leader with deep experience turning complex, ambiguous problems into clear, scalable, human-centered products across CRM, payments, fintech, and enterprise design systems. Owns initiatives end to end, from research and strategy through detailed execution, aligning product, engineering, and leadership around high-quality outcomes. Actively working at the intersection of AI and product design, treating AI as a genuine collaborator in both craft and process.

EXPERIENCE

Senior Product Designer, CRM Growth & Platform Systems / Buy Side / Design Systems

Compass, Remote 2021 to 2026

- Led end-to-end research, benchmarking, and design of core CRM features across web and mobile, including Action Plans, Smart Filtering, Activity Feed, and Stages Pipeline.
- Spearheaded the ACH & Surcharge Initiative, designing agent-facing payment flows, a credit card surcharge and a flat-fee ACH alternative, projected to deliver significant annual savings.
- Led design for an agent profile rebuild in support of Compass's merger with @properties; design finalized and engineering-approved.
- Established scalable components and patterns for the Compass design system, validated through agent usability testing and shipped in partnership with engineering.
- Launched an external speaker series and regular design studios to strengthen design culture, mentorship, and craft across the team.

Product Design Lead, Suite & Design Systems

Liberty Mutual Insurance, Seattle, WA 2017 to 2021

- Built the Liberty Mutual design system from the ground up with a team of two, growing it to five, and merged the Safeco and Liberty Mutual systems into one.
- Led product design spanning UX, brand, and art direction across agent, employee, and customer-facing products in U.S. and global markets.
- Drove adoption of the design system and brand standards across regulated products; teams using the system saw a 97% NPS lift on Manage My Account and \$161M in new business on the Independent Agent Book Transfer tool.

Earlier Experience

AT&T, Fidelity Investments, SapientNitro, and Vertafore. Consumer-facing design across telecom, financial services, and insurance, including agency work for MetLife, T. Rowe Price, and Travelers, plus B2B insurance software.

Founder & Creative Director, Soak Design

Independent Practice, Remote 2010 to Present

Ongoing independent design practice serving clients including McKinsey & Co., Honeywell, and Scholastic, from strategy through delivery.

AI & FEATURED WORK

- Prompt Coach: Conceived and led UX/UI for an AI writing tool guiding agents through a structured workflow to generate personalized marketing copy, auto-populating MLS data and brand voice inputs. Took concept to a production-ready prototype in 72 hours with a cross-functional team and won the MOVEFAST Award at the Compass hackathon.
- RIF Surfer: Independently designed and built a free benefits finder for laid-off workers, using Claude as a development partner. Reached HR leaders, career coaches, and job seekers; featured in Business Insider and referenced in a book on middle management.

SKILLS

Design: Interaction design, UX research, usability testing, systems design, information architecture, visual design, prototyping, data visualization, storytelling

Leadership: Cross-functional collaboration, mentorship, executive communication, stakeholder alignment, product strategy

Tools: Figma, Framer, Miro, Jira, Confluence, Claude

Domain: Fintech, payments, CRM, regulated industries, enterprise SaaS, AI-forward product design

EDUCATION

MFA Studies, Design, Parsons School of Design

BFA, Design & Art History, University of Massachusetts