

Amanda Bridge

 amandabridge.com

Content designer with 11+ years of experience building scalable, user-centered products across complex SaaS platforms. Skilled in AI frameworks and strategy, UX research, product design, and design systems, with experience launching AI-driven features and operationalizing frameworks at scale. Known for leading cross-functional teams, improving platform consistency, mentoring junior and senior designers, and creating accessible, impactful content that drives business results.

EXPERIENCE

Senior UX Writer (L6), Amazon

2025–PRESENT

- I co-led the creation of Amazon Ads' AI design strategy by owning the development of end-to-end guidelines for design components, branding, usage best practices, and conversational design across agentic and generative AI experiences.
- Led the evolution of Amazon Ads Storm design system, redefining the IA and guidelines of their components pages and contributed to the overall strategy of the site, which supports a \$56B platform used across dozens of internal teams.
- I led the Content Design of Amazon Ads' Commitments Suite, a 0-1 project that resulted in 80 commitments across 10 accounts with a total committed spend of \$23M through the new product by the time we launched into closed beta.
- Designed and implemented a Figma project template system, which is now used by all designers, writers, product managers, and engineers across Amazon Ads. The system significantly reduced confusion and time spent on cross-functional coordination, decreasing time to launch by 2 weeks on average.
- Mentored junior and senior designers and UX writers through regular checkins and training.

Senior UX Writer, Audible (Contract)

2024–2025

- Led UX writing for Audible's Apollo project, enabling audiobook narrators and producers to leverage AI-generated voice replicas for audiobook contracting and voice creation.
- Developed design and content guidelines for Audible's creator tool, ACX.

Senior Content Designer, HubSpot

2021–2024

- I created standardized response patterns that streamlined how UX and engineering handled third-party outages, covering over 80% of potential failure scenarios on the front end and reduced the amount of engineering critical situations (CritSits) by 50%.
- Directed UX content strategy across HubSpot's Academy, Marketplace, and Integrations, unifying product experiences through consistent content patterns and design principles.
- Led content strategy for Academy Studio, HubSpot's admin-side education platform, creating frameworks that scaled course creation and enabled consistent, high-quality learning experiences.

Senior Content Designer, Procore Technologies

2014–2021

- Founded and built Procore's first content design discipline from the ground up, embedding content strategy into the product design process and design system through accessible, documented content patterns and governance models used across 30+ teams.
- Led the redesign of Procore's company-wide design system, establishing scalable patterns, reusable components, and governance frameworks that increased usability scores by 40% and enabled hundreds of designers and engineers to work more consistently and efficiently across all products.
- Standardized Procore's in-app messaging processes, mechanisms, and design and engineering components, which led to a 15% increase in clickthrough rates for multi-step walkthroughs, a 100% reduction in duplicate messaging, 82% higher cross-functional visibility into new releases, and a 29% drop in NPS responses mentioning popups. This project enabled more effective external messaging for our users.
- Developed and delivered company-wide training programs on design systems, accessibility, and content standards, equipping hundreds of designers, writers, and engineers with the skills to create consistent, inclusive experiences across Procore's ecosystem.
- Authored and launched Procore's first cross-functional writing and voice & tone guide, aligning product, marketing, and support teams under a shared brand voice and setting content quality and accessibility standards adopted org-wide.

SKILLS

UX design, research, and writing

AI implementation and strategy

AI tooling

Ideation-to-launch product execution

Data-driven content strategy

Voice & tone / style guide evangelism

Accessibility standards (WCAG) and inclusive writing

Strategic design planning and execution

Design systems and Figma design libraries

Leadership and mentorship

C-Level and cross-discipline collaboration

Cross-functional systems governance

TOOLBELT

Figma, Canva, FigJam, Miro

AI tooling like PartyRock

Jira, Asana, Monday, ClickUp

GitHub

Pendo, WalkMe

EDUCATION

Product Design Technical Certification, General Assembly
2020

Bachelor's degree, English Literature, Washington State University
2009 - 2013

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2009 - 2013