Amanda Kuff

User-Interface/User-Experience (UI/UX) Designer | Independent Contractor

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Professional Summary

Innovative UX/UI Designer with 9 years of experience crafting accessible and inclusive digital experiences. Founder of kuff.design, specializing in user-centered design for higher education, non-profit, and healthcare sectors. Proficient in translating research findings into intuitive designs, developing design systems in Figma, and ensuring seamless collaboration with development teams.

Core Competencies

User-Centered Design | Information Architecture | Wireframing & Prototyping | Visual Design & Branding | Design Systems & Figma | Responsive & Accessible Design | Usability Testing & Research | Client Presentation & Feedback Integration | Cross-Functional Team Collaboration

Professional Experience

Founder & Lead UX/UI Designer | kuff.design

Miami/New York — 2016 to Present

Established kuff.design to provide end-to-end UX/UI design services for clients across various industries. Specialized in creating inclusive, user-centered digital solutions, branding, and facilitating educational workshops.

Key Responsibilities:

- Led design of user personas, sitemaps, and wireframes based on user research.
- Developed visual designs through moodboarding and created design systems in Figma.
- Designed responsive interfaces ensuring accessibility and inclusivity.
- Conducted usability tests, gathered feedback, and iterated designs.
- Presented design concepts to clients and collaborated with development teams.

Lead UX/UI Designer | Go Beyond MCH

Remote — 2019 to Present

Lead UX/UI designer for the Well Family System (WFS), a SaaS platform aimed at addressing health equity by modernizing health and social service management. Collaborated with cross-functional teams to design scalable, user-centric solutions that improve care coordination and data visibility.

Key Responsibilities:

- Conducted user interviews with health plan administrators and social workers to gather insights.
- Designed key modules, including CI&R Intake & Referral, Health Plan Portal, and Data Visualization Tools.
- Developed a robust design system in Figma, ensuring consistency across the platform.
- Facilitated iterative user testing sessions, incorporated feedback, and presented prototypes to stakeholders.
- Collaborated with developers to ensure design feasibility and alignment with technical constraints.

Selected Projects

MetaScholars Program – Empowering HBCU Students

Directed a 12-week virtual program in collaboration with the Thurgood Marshall College Fund and the Bureau of Creative Intelligence. Delivered live Figma workshops and mentored over 300 students in UX/UI design principles, resulting in high-quality pitch decks and prototypes.

VIOSS App – Accessible Online Grocery Shopping

Designed and developed a mobile app prototype aimed at enhancing online grocery shopping for visually impaired users. Focused on accessible navigation and innovative features like the 'Freshness Selector'.

Goodwill Rebrand – Community-Centered Identity

Reimagined Goodwill's brand identity to appeal to a broader audience. Created a cohesive brand voice, redesigned the logo, and developed marketing materials, including a mini-zine and social media campaign.

Well Family System (WFS) – Health Equity Platform

Led the design of a comprehensive SaaS platform for Go Beyond MCH, focusing on improving health equity. Designed modules for coordinated intake and referral, data visualization, and provider portals, resulting in a more efficient and user-friendly system.

Education

Bachelor's of Arts Degree in Communications & Media Studies, College of Communication and Information Technology — Florida State University, 2011-2013
UX/UI Digital Skills Program — University of Miami, 2021-2022

Skills

Adobe Creative Suite | Figma | Axure | InVision | Sketch | Usability Testing | Wireframing & Prototyping | Design Systems | Accessibility