

AMY (MARKOWSKI) DOUGHTY

(303) 386-5500 | Colorado | amyjmdoughty@gmail.com | amyjdoughty.com

PRINCIPAL PRODUCT DESIGNER | DESIGN MANAGER | PRODUCT STRATEGY

Product design leader with 10 years of experience shaping complex B2B and B2C products, cross-functional teams, and design practices. Led UX strategy across multi-team initiatives, mentored designers, and influenced product direction through research, strategy, and cross-functional leadership. Known for bringing structure to ambiguous problems and turning complex workflows into clearer, more effective experiences.

CORE COMPETENCIES

- Product & UX Strategy
- Design Leadership & Mentorship
- Cross-Functional Product Leadership
- Research Strategy & Synthesis
- Product Discovery & Roadmapping
- AI-Assisted Prototyping
- Executive & Stakeholder Alignment
- Design Systems & Omnichannel UX

PROFESSIONAL EXPERIENCE

DAT Freight & Solutions | Denver, CO

Oct 2022 – Aug 2026

Staff Product Designer (*Aug 2025 – Aug 2026*)

- Led UX strategy for Carrier-to-Broker Onboarding, a company-wide initiative spanning 10 product teams and ~45 epics, defining a unified profile and verification experience across the carrier journey.
- Reframed an underused email-draft feature into a Gmail- and Outlook-connected workflow; usage grew from 11 sends in the prior 10% release to about 10,000 emails in the first days after Phase 1 launched.
- Served as a carrier-experience subject matter expert for Product Managers, Directors, and partner teams, translating carrier behavior, market context, and research into product, roadmap, and design decisions.
- Led adoption of AI-assisted prototyping across the design team, helping designers move concepts from idea to validation in days instead of weeks.
- Facilitated weekly Open Studio and recurring 1:1 coaching for junior and mid-level designers, helping them apply user reasoning, research, and cross-product context to strengthen product judgment and design decisions.
- Contributed to hiring junior and Principal Product Designers and an Engineering Manager through candidate interviews and debrief feedback.

Sr. UX Designer, Usability (*May 2024 – Aug 2025*)

- Led design for DAT One Search and Posting workflows, connecting complex broker and carrier experiences.
- Simplified core transaction experiences with Product and Engineering, reducing friction across key workflows.
- Mentored a junior designer through weekly 1:1s for 18 months, coaching product reasoning, user advocacy, and communication with Product and Engineering; provided feedback supporting her promotion readiness.
- Led UX strategy for the DAT Power-to-DAT One migration, contributing to a CSAT increase from the low 50s to 72% and App Store ratings averaging 4.5.
- Initiated and led a week-long ethnographic study with enterprise dispatching firms, uncovering workflow gaps that challenged existing product assumptions.
- Presented research findings to executive leadership, influencing a strategic shift toward differentiated experiences for Owner-Operators and Dispatchers.

Sr. UX Designer, Mobile (*Oct 2022 – May 2024*)

- Designed and shipped 30 mobile features from discovery through release.
- Improved consistency across mobile and web by aligning fragmented workflows, interaction patterns, and product behaviors.

A2Z SYNC | Greenwood Village, CO

Nov 2020 – Aug 2022

UX/Product Manager (*Apr 2022 – Aug 2022*)

- Partnered with executive leadership to translate business goals into product and UX priorities.
- Standardized design-to-development workflows and cross-functional handoff practices.
- Coordinated UX, Product, and Engineering through 10 SaaS initiatives.

Sr. UX Designer (*Nov 2020 – Apr 2022*)

- Designed 20 B2B and B2C features for an automotive retail platform from discovery through handoff.
- Created and tested prototypes to validate design direction with technical and non-technical stakeholders.

Legacy Foundry | Denver, CO

Mar 2019 – Jun 2021

UX/UI Design Lead (Contract)

- Led UX strategy for an early-stage startup, partnering with the Founder and CTO on product direction.
- Established the foundational design system and improved design-to-development handoff.
- Led accessibility and inclusive design standards for estate-planning tools serving an older demographic.
- Mentored the junior designer and facilitated user research and design sessions.

AD Design Consulting | Denver, CO

Jan 2016 – Dec 2020

UX/UI Designer (Consulting Engagements)

- Delivered UX/UI design for startup and established clients, partnering directly with Product and Innovation teams.
- Defined requirements, product interfaces, and scalable design systems.

EDUCATION

University of Colorado Denver

Bachelor of Fine Arts - Digital Design

- Minor in Human-Centered Design and Innovation
- Minor in Business Fundamentals

TECHNICAL PROFICIENCY

Design & Prototyping: Figma, Adobe Creative Cloud, Balsamiq

AI & Development: Claude Code, GitHub, Copilot, Figma Make, Codex, Gemini Canvas

Product & Analytics: Jira, Confluence, Mixpanel, Salesforce

Design Systems: Google Material Design, Apple HIG, Mobile & Web Systems