

Amanda Gobaud

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Relevant Project Experiences

Deutsche Bank

Sep 2012 - Present

Navigator Platform \\ Level 1 Controls

Apr 2016 - Present

- Design new functionality allowing users to manage compliance related tasks to fully decommission existing system by end of 2017.
- Create wireframes and mockups to communicate new functionality to both developers and business users.
- Conduct user interview sessions to gather feedback about new functionality and synthesize feedback into JIRA tickets to be addressed with development or new design work.
- Prioritize development tickets with stakeholders, Business Analysts, and Developers in JIRA to plan release schedules.

Investment Recommendations Reporting \\ Aspen CRM

Apr 2016 - Jun 2016

- Worked with Business Managers to define requirements to report client investment recommendations based on Market Abuse Regulations to be implemented by July 1, 2016.
- Designed new functionality in existing CRM platform to gather any investment recommendations made by Equities salespeople, and made available for public consumption on a daily basis.

Markets CRM \\ Scorpio Sales Dashboard

Feb 2015 - Mar 2016

- Designed new CRM platform for Corporate Finance, Markets, and Debt users encompassing functionality from 5 currently existing and outdated platforms, guiding an external design and development team.
- Worked with business users to develop new CRM requirements, create a road map for delivery, and lead working groups to iterate through new designs and functionality.
- Created wireframes, design the CRM platform's information architecture, and develop functionality for the new CRM platform through analysis of how existing functionality is used.

Equities MIS Dashboard \\ Scorpio Sales Dashboard

Jun 2013 - Feb 2015

- Updated and improved visual design and interactions for the first time since the application's inception in 2012, unifying fragmented and inconsistent interactions.
- Worked with external development team to manage and implement new functionality as requested by the Equities business to increase engagement and productivity by 30% over 6 months in 2014.

Up Global

Jan 2014 - Oct 2015

Lead Organizer \\ Startup Weekend NYC: Health + Fitness Edition

Feb 2015 - Jun 2015

- Organized the first Health + Fitness themed Startup Weekend in NYC for 60 participants, including designers, developers, health care professionals, fitness enthusiasts, students, marketers, and business developers.
- Managed a budget of \$10,000 for 4 events in May and June, including a SoulCycle Charity Ride, Health Innovation Panel, Prototyping Workshop, and 54 hour Startup Weekend event.
- Secured \$2000 of cash sponsorship and over \$5000 of in-kind sponsorship from prominent health companies
- Organized a sold-out Health Innovation Panel with speakers from five prominent health and wellness companies to speak to a packed room of over 100 people.
- Managed marketing operations to over 5,000 people through social media blasts and email newsletters to promote and increase ticket sales, resulting in one of the highest percentage of women attendees at any Startup Weekend NYC event.

Education

Carnegie Mellon University \\ Pittsburgh, PA

Aug 2008 - May 2012

B.S. Information Systems and Human-Computer Interaction

Product School \\ New York, NY

Jun 2016 - Jul 2016

Certificate in Product Management

Activities and Interests

Carnegie Mellon University NY Metro Alumni Chapter Board
April 2015 Startup Weekend NYC Winner
2014 TechCrunch Disrupt NYC Hackathon Concur API Winner

Carnegie Mellon Admissions Council Member
iMentor 4 year program mentor
Delta Gamma Fraternity - NYC Alumni Chapter