

AMY SHIN

Senior UX designer

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Senior Product / UX Designer with 13+ years of experience designing AI-powered, SMB, B2B, enterprise, and consumer products at Amazon and Google. Skilled at turning ambiguous 0-to-1 problems into scalable, shipped experiences through product strategy, research, AI-assisted prototyping, and hands-on implementation.

WORK EXPERIENCE

Amazon: UX designer

Jun 2024 - Present | Seattle, WA

Design AI-powered onboarding, account configuration, and user-management foundations for Amazon Business customers.

- Led end-to-end UX for an ambiguous, 0-to-1 AI onboarding problem, aligning Product, Engineering, Research, and 12+ cross-functional partners while scaling a canary from 1% to 20% and shaping a simpler path with ~\$11.6M projected annual impact.
- Built functional prototypes with AI-assisted coding and contributed frontend code to production, using rapid prototyping to resolve 31 product and technical decisions in three days and merge changes through engineering review to mainline.
- Defined the multi-use-case vision for AI-assisted account setup, turning fragmented requirements across onboarding, integrations, delegation, and optimization into a scalable AI drafts → user reviews → confirms model that aligned leadership and influenced adjacent team direction.
- Shipped User Management improvements enabling ~\$7.2M in annual spend, partnering across Product, Engineering, ProServe, and Design Systems, then extending the work into approval and retention experiences projected to unlock ~\$10.7M annually.

Genemod: Staff UX designer

Aug 2024 - May 2025 | Seattle, WA

Lab management platform driving R&D collaboration for clients like AstraZeneca, Colossal Biosciences, and top institutions (Harvard, Stanford, MIT).

- Lead design for cloud-based AI feature, gaining 93% user adoption in the first month of release, enabling enhanced productivity and collaboration for customers.
- Directed strategic design leadership and team coaching across 5-7 project initiatives to enhance user-centered practices and delivery efficiency.
- Achieved a 25% surge in feature adoption and a 15% reduction in solution delivery times by developing and launching a comprehensive design system, ensuring product consistency and alignment with user expectations.

Google: UX designer

Nov 2018 - Jul 2024 | Kirkland, WA

Google Shopping | Nov 2023 - Jul 2024

Accelerate merchant adoption of Google shopping services, to provide shoppers with enhanced experiences and relevant content.

- Delivered 16% increase in merchant conversion tracking setup through simplified flow, enabling actionable insights and optimizing shopper experiences.
- Drove a 32% higher CTR through the integration of trust signals from conversion data, fostering greater confidence among consumers in lesser-known merchants.
- Delivered future thinking solutions for merchants to manage brand representation across Google platforms, impacting product planning roadmap.

Google Domains | Nov 2018 - Nov 2023

User-focused registrar service helping grow online presence with Google services.

- Led design for small-medium businesses, including identifying end-to-end user journeys and delivering solutions across purchasing, website building, and unified Google experiences with products such as Ads, Workspace, Merchant Center, Search Console, and Google Sites.
- Increased Google Workspace adoption by 12% and generated \$1.5M in first-year revenue through a streamlined onboarding UX for Google Domains, while driving an additional 26% Workspace attach rate and \$11M in annual revenue by integrating Google Domains with Merchant Center and Google Sites.
- Drove 22K+ report views and improved user engagement with solutions for actionable analytics through Search console.
- Collaborated with cross-functional teams and cross-org product areas, increasing visibility and credibility of UX, delivering consistent, seamless user experiences within technical constraints and in support of business directives.

WORK EXPERIENCE (CONTINUED)

Pervacio: UX design manager

Apr 2014 - Nov 2018 | Kirkland, WA

Unified mobile automation platform serving global carriers, OEMs, and enterprises.

- Directed a design team, managing 5-8 concurrent projects across overlapping timelines and delivering over 50 successful initiatives during a 5-year tenure. Improved workflow efficiency and strengthened cross-functional collaboration.
- Reduced non-faulty device returns by 80% and saved clients over \$2M annually by leading the development of diagnostics tools for global clients like T-Mobile, Sprint and Verizon.
- Achieved a 95% utilization rate for a localized diagnostics solution tailored for Docomo Japan, earning the Client's CEO Award for exceptional project success and client satisfaction.
- Designed a warehouse diagnostics tool capable of testing 56 devices simultaneously, improving operational speed and accuracy.

Samsung: QA engineer, UI/UX designer (Contract)

Oct 2012 - Apr 2014 | Bellevue, WA

Innovator in high-quality mobile software solutions for global markets.

- Performed software and hardware QA process on major smartphones and tablet products with Android and Windows platforms in close collaboration with AT&T mobile engineering lab.
- Designed UI concepts and layouts for company websites, emphasizing both aesthetics and functionality.
- Conducted competitive UX/UI research to inform design strategies and improve user experiences.

Woman's magazine: Senior UI/Graphic designer

Jun 2008 - Sep 2012 | Edmonds, WA

Weekly magazine specializing in beauty, fashion and local content, available across print, web, and mobile platforms.

- Strengthened client recognition and user engagement by developing comprehensive brand identities featuring logo creation, website design, and UI design.
- Translated complex concepts into engaging visuals tailored for women aged 30-50, significantly enhancing user comprehension; received outstanding feedback from focus groups during production phases.

Sunday newspaper: Design assistant

Jul 2007 - Sep 2007 | Lakewood, WA

Weekly publication delivering local news to the Seattle area.

- Elevated user engagement through curating accurate and visually-compelling designs via 50+ articles. Collaborated with creative teams to streamline the design and printing process, while ensuring high-quality outputs under tight deadlines.
- Conducted in-depth research to support article development and established guidelines for efficient content creation workflows.

Intercom, Inc: Graphic designer

Jul 2005 - May 2006 | Lynnwood, WA

Phone card provider serving the Seattle metropolitan area with innovative solutions.

- Produced marketing products such as phone cards, brochures, posters, and business cards to enhance brand visibility and consistency.
- Developed custom illustrations to meet client-specific needs, contributing to boosted customer engagement and satisfaction.

EDUCATION

University of Washington – B.A. Interdisciplinary Visual Art, Minor: Art History

UC San Diego – Human-Centered Design certification (Interaction Design Specialization)

School of Visual Concepts – Web design / Flash certification

SKILLS

Product & Systems Design: Product Strategy, Interaction Design, Information Architecture, Enterprise UX, Design Systems, User Research, Usability Testing, Experimentation

AI Product Design: Human-AI Interaction, Agentic UX, LLM-powered Experiences, Conversational UX, AI-assisted Prototyping, AI-driven Personalization

Technical & Tools: Figma, Kiro, Claude, ChatGPT, Code-assisted Prototyping, Frontend Implementation, HTML/CSS, JavaScript, Git, Adobe Creative Suite