Amazon Quick Suite: From Complicated to Coherent

Lead Principal Designer | 2024.09 - Present

Amazon Quick Suite had a problem: users felt overwhelmed. We had five AI tools with overlapping features, and people didn't know when to use what. "It's too complicated," they told me. "I can't figure out where to start."

I led the work to transform Quick Suite from a collection of features into one seamless, simple experience that keeps users engaged.

The core challenge:

Individual features overlapped and competed. Users had to learn five different tools and figure out which one to use before they could accomplish anything. The complexity was driving people away, not bringing them back.

What I designed:

1. Chat-led homepage
Redesigned the entry point around conversation. Instead of confronting users with feature options, we now ask: "What do you want to accomplish?" The interface adapts based on their answer.

2. Smart suggestions based on intent
Working with data science, I designed a system that understands what users are trying to do and surfaces the right capabilities. Users express intent; Quick Suite figures out whether they need analytics, automation, research, or something else.

3. Simplified connector setup
The biggest friction was connecting enterprise apps—authentication, API keys, complex configuration. I redesigned this into one-click setup for 1,000+ integrations, turning conversations into action instantly.

4. Artifact lifecycle
Chat insights used to disappear when conversations ended. I designed an artifact system that transforms ephemeral conversations into persistent, useful assets—dashboards, reports, workflows. This keeps users engaged and coming back to refine and build on their work.

5. "Build with AI" pattern system
I led the initiative to unify AI interaction patterns across Quick Suite. Established six core patterns (floating launcher, command bar, inline AI, smart cards, embedded widgets, side panel) that drive consistency across 20+ projects and guide 30+ designers.

The transformation:

Before: Feature overload, overlapping tools, "when do I use what?" confusion.

After: Conversation-first simplicity. Users state their goal, the system brings the right capability. Persistent artifacts keep them engaged. Consistent patterns across all touchpoints.

The impact:

73% of users now engage with Quick Suite daily. More importantly, they stop asking "which tool should I use?" and start focusing on what they're trying to accomplish. The experience is simple to start but sticky—artifact creation and smart recommendations bring users back.

I unified the conversational AI experience, established the design system that drives consistency across all our AI products, and transformed complexity into coherence. Quick Suite now feels like one intelligent assistant, not five competing tools.