Josh Sternberg

Senior UX Design Leader

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Senior Design Manager and Innovator with 20 years specializing in complex UX architecture and large-scale product discovery. At Amazon (11+ years), built and led design teams delivering payment experiences across global markets, securing 2 US Patents in AI-driven visual shopping. Delivered measurable impact: Unified Payments Experience (UPX) generating +$1B OPS and +$300M GCCP, adoption across US, Japan, and 4 EU markets. Recognized for establishing scalable design systems, building design culture through company-wide arts programs, learning programs, and team-building offsites, and championing accessibility standards.

PROFESSIONAL EXPERIENCE

AMAZON

April 2014 - Present

Senior Design Manager

July 2022 - Present | Seattle, Washington

- Built and led team of 6 UX Designers driving innovation across UPX; established original vision for UPX as a scalable payments design system ensuring consistency across multiple Amazon businesses and platforms; built UPX generating +$1B OPS and +$300M GCCP; established reusable framework saving 55 SDE weeks across onboarding, widgets, and API convergence
- Directed North Star Wallet Experience and Wallet Health 3-Year Plan with VP-level presentations, securing alignment across 5+ teams; oversaw delivery of high-impact features: UPX Select (100% adoption in 4 EU countries, 27 basis points Prime improvement), Tap to Add (601K cards), JP Multi-Factor Authentication (mitigating GMS risk), UPX Manage redesign (25% EU improvement)
- Built Payments Discovery Framework and standardization documentation for UPX widgets, establishing scalable workflow patterns and accessibility guidelines adopted across Amazon properties; implemented 70/30 innovation framework adopted organization-wide
- Organized bi-annual Design Summits across Seattle, Austin, and NYC; promoted designers to Senior level, mentored multiple employees; conducted UPX benchmarking study across 4 markets identifying 18 core payment features

Principal UX Designer

September 2021 - July 2022

- Owned end-to-end design strategy for Home Innovation Team's Product Discovery vertical, directing customer experience across Discover, Discover Rooms, and Search Relevance programs
- Created Furniture North Star initiative establishing foundation for 12 new feature initiatives; delivered Discover program generating substantial OPS and GCCP impact; introduced Framer prototyping methodology training 10+ design teams ensuring UI consistency across Amazon Search
- Designed and launched AI-driven visual shopping experience enabling customers to shop products within lifestyle images; listed as first inventor on patent; achieved 216K customer engagement with 35% desktop traffic adoption within 5 months
- Founded Search CX core working group unifying Shopping Pages templates across 4+ categories; consulted as design authority for Principal Designers across multiple teams; directed Amazon-wide Autocomplete framework approved in OP1 2021; facilitated retail-wide workshops with 20+ participants across 11 teams

Senior UX Designer

October 2018 - September 2021

- Designed customer experiences across Amazon mobile app, desktop website, and third-party devices including refrigerator screens and smart watches
- Led Virtual Dash Buttons reorder experience and Subscribe and Save experience from design through user testing; presented both to SVP-level leadership and showcased at Consumer Electronics Show

User Experience Designer
April 2014 - October 2018

- Led design and launch of Vendor Express, a self-service tool for vendors to manage product sales; built and scaled design team from 2 to 13 Designers, Writers, and Researchers
- Conducted user-centered design process through on-site vendor visits, creating workflows, wireframes, and prototypes validated through usability testing

Design Culture Impact & Mentorship

- Co-founded and facilitated "Drawing After Dark" initiative, Amazon's longest-running Design Community meetup (10+ consecutive years), regularly attracting 80-120 participants; featured in Amazon Art Walk and Conflux 2020, funded by Amazon Design Community
- Mentored designers across multiple levels: guided Junior Designer from new hire to promotion to Intermediate level, mentored Intermediate designers within Home Innovation Team, and provided onboarding support to new Intermediate and Senior designers
- Participated in 30+ interviews annually for design and research roles across Amazon, sought after by recruiters for positions across Retail, Connections, and other teams company-wide; recognized as expert interviewer for design challenge and whiteboarding exercises

MICROSOFT

User Experience Designer
May 2008 - March 2014 | Redmond, WA

- Led design of Microsoft's global online support experience (support homepage, Contact us, Knowledge base) serving 85 million monthly users; designed and launched MSDN homepage redesign (3 million daily viewers)
- Built Silverlight prototypes and interfaces for TechNet support and educational products; developed WPF applications and web parts for SharePoint-based Learning Management System; provided creative direction for vendor designers

BOEING COMMERCIAL AIRPLANES

Flash Developer/E-Learning Course Designer
August 2005 - May 2008 | Seattle, WA

- Created interactive learning tools and Flash applications for Boeing 787 project engineers, leading development teams in producing key components
- Produced and programmed Flash animations, graphics, layouts, and user interfaces for e-learning modules

PATENTS

Visual Search and Content Display System
US Patent No. 12,154,021 | Granted November 26, 2024 | First Inventor

Displaying Actionable Graphical User Interface (GUI) Objects on a Page with a Particular Actionable GUI Object in a Modal Window
US Patent No. 10,860,181 B1 | Granted December 8, 2020 | Co-Inventor

SKILLS

Leadership & Collaboration: Team Management, Cross-functional Leadership, Stakeholder Management, Design Strategy, Mentorship & Coaching, Workshop Facilitation, Executive Presentations, Design Critique, Talent Development, Interviewing & Hiring

Design Disciplines: UX Design, UX Architecture, Design Systems, User Interface Design, Interaction Design, User Research, Customer Experience Design, Workflow Design, Accessibility Design, Visual Design, Animation, User Testing, Wireframing

Design & Prototyping Tools: Vibe Coding, Figma, Framer, Adobe Creative Suite, Visual Studio, Cline AI, HTML/CSS, JavaScript, React

EDUCATION

Tufts University / School of the Museum of Fine Arts
Bachelor of Fine Arts (B.F.A.) in Animation and Painting
1996 - 2000