MICHELLE MA

+1(404) 216-8928 ◇ Seattle, WA

michelle.maxm@gmail.com ◇ linkedin.com/in/michellemxm/ ◇ www.mxm.design

OBJECTIVE

Strategic design leader with 10+ years of experience across UX, product design, and user research at Amazon Alexa, AWS, Google, and high-growth startups. Grounded in HCI and human-centered design, translates complex systems into intuitive, scalable consumer and enterprise experiences. Defines system behavior, quality, and interaction models for complex AI/LLM-powered products, shaping product strategy and platform direction. Seeking a role to drive next-generation experiences powered by emerging technologies.

SKILLS

Design Skills: Interaction Design, UX/UI, Product Design, Product Strategy, UX Architecture, Systems Thinking, Platform Design, Design Systems Governance, Cross-Platform UX (Web, Mobile, Desktop), Accessibility (WCAG), Inclusive Design, Prototyping, Visual Design, Motion Design, Design Leadership

Research Methods: Product Discovery Research, Mixed-Methods Research, User Interviews, Contextual Inquiry, Usability Testing, Rapid Iterative Testing and Evaluation (RITE), Concept Testing, Behavioral Analysis, Survey Design, A/B Testing, Research Synthesis, Metrics-Driven Design Analytics

Areas of Expertise: Agentic Experiences, AI/LLM-Powered Products, AI Tooling & Pipelines, AI-Assisted Workflows, Enterprise & Developer Platforms, Design Systems, Conversational Design, Multimodal Interaction

Software and Tools: Figma, Adobe CC, Framer, Lottie, VS Code, Cursor, Claude Code, GitHub Copilot, Vercel V0, Unity, Jira, Asana

EXPERIENCE

Senior UX Designer   Jul 2024 - Present
Amazon Web Services   *Seattle, WA, United States*

- Led design for Kiro Agentic IDE, an AWS flagship agentic developer tool launched July 2025, introducing spec-driven development as a core differentiator and defining intuitive, transparent, and productive workflows for agentic capabilities in the IDE.
- Drove ideation and end-to-end design of the Kiro Powers platform and its extensibility marketplace, shaping the experience that enables core agent capabilities—including agent hooks, steering, and MCPs—and enabling a partner ecosystem via a shared catalog of Powers, launched at AWS re:Invent 2025.
- Established the Kiro IDE design system, leading designers and cross-functional partners to define shared components, interaction patterns, and a cohesive visual language—creating AWS's first distinct, standalone customer-facing IDE brand.
- Delivered measurable customer impact, achieving 78% overall satisfaction, 93% power-user satisfaction, and 82% adoption of spec-driven development (as of Jan 2026).

Senior UX Designer   Aug 2019 - Jul 2024
Amazon Alexa Mobile   *Seattle, WA, United States*

- Defined and led design for the 2024 Alexa+ mobile core experience, repositioning Alexa Mobile toward an LLM/AI-forward product strategy and driving +17% YoY user growth and +24.5% YoY growth in user actions.
- Led the 2023 Smart Home Forward redesign for Alexa Mobile, prioritizing high-value smart home users to increase engagement in the most monetized domain and support device upsell.

- Drove interaction design for the Alexa Mobile Design System, authoring components and guidelines adopted by 10+ domain partner teams.
- Led design for key features on Alexa Mobile, launching App Auto Mode 1.0 (Echo Auto Device Companion) and 2.0 (Standalone Mode) with a multimodal, driving-safe UX, and designing Alexa Routines and household productivity experiences that enable automation across Echo, smart home devices and on-the-go context.

UX Design Intern   May 2018 - Aug 2018
Google Hardware UX   *Mountain View, CA, United States*

- Contributed to UX strategy for 2019–2020 Google hardware products, shaping key use cases and interactions across the device ecosystem.
- Identified differentiated device value, defining 12 high-impact cross-product opportunities and translating them into detailed storyboards and core interaction designs.

Graduate Research Assistant   Sep 2017 - May 2018
Georgia Institute of Technology Sonification Lab   *Atlanta, GA, United States*

- Designed and developed SWAN 2.0, an audio-based AR wearable navigation system, leading end-to-end user research and usability evaluations with low-vision users, and conducting studies for the SWAN VR Indoor Navigation System to inform iterative design improvements.

PAST ROLES

Senior UX Designer, Shimo Docs   *Beijing, China* – Jan 2017 – Aug 2017
Designed and optimized Shimo Docs and Spreadsheets, cloud-based multi-user collaboration products, leading interaction and visual design to improve usability and real-time collaboration, and initiating design efforts for enterprise solutions.

UX Designer, Sensoro Technology   *Beijing, China* – Jul 2014 – Jul 2016
UX lead for the Yunzi SCRM platform serving 30,000+ SMBs, and cross-organizational digital initiatives.

EDUCATION

M.S. in Human-Computer Interaction, Georgia Institute of Technology   2017 – 2019
Capstone Project: Voice Interaction Surface for Smart Homes
Advisors: Prof. Gregory D. Abowd, Prof. Thad Starner

M.Des. in Interaction Design, The Hong Kong Polytechnic University   2013 – 2014
Graduated with Distinction

B.E. in Product Analysis & Engineering Design, The Hong Kong Polytechnic University   2009 – 2013
First Class Honors; Valedictorian, Mechanical Engineering (2013)

AWARDS

Best Poster Award MobiSys2019   *Seoul, Korea* – 2019
The 17th ACM International Conference on Mobile Systems, Applications and Services
"Surface++: A Scalable and Self-sustainable Wireless Sound Sensing Surface"
Team Lead: Dr. Nivedita Arora