Michelle Ma

User Experience Designer & Product Designer

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EXPERIENCES

Senior UX Designer   07/2024 - Present
Amazon Web Services • Seattle, WA USA

- Led design for Kiro, an AWS flagship goal product released in July 2025, defining how agentic capabilities integrate into the IDE with workflows that are intuitive, transparent, and productive.
- Established the design system for Kiro IDE as lead, working with a team of designers and cross-functional partners to define shared components, interaction patterns, and cohesive visual language that ensured consistency across AWS's developer tools ecosystem.
- Shaped design strategy in close collaboration with product, engineering, and science teams, ensuring Kiro evolves in alignment with broader organizational goals.
- Designed key developer experience features—including unit test generation, documentation, and code review—for the AWS Q IDE extension announced at AWS re:Invent 2024.

Senior UX Designer   08/2019 - 07/2024
Amazon Alexa Mobile • Seattle, WA USA

- Design lead for the 2023 Smart Home Forward Alexa Mobile App Redesign and 2024 Alexa+ Mobile Core experience, shaping end-to-end user experiences for the home channel.
- Interaction design lead of the Alexa Mobile App Design System, driving 20+ new components and enhancements, and authoring design guidelines adopted by multiple partner teams across the organization.
- Collaborated with the Alexa Auto team to launch Alexa App Auto Mode 1.0 (Echo Auto Companion) and 2.0 (Standalone Mode), delivering a multimodal, driving-adapted experience.
- Designed user experiences for "Routines" and "Stay Organized" features in the Alexa Mobile App, enabling seamless automation and productivity across compatible Echo and smart home devices.

UX Design Intern   05/2018 - 08/2018
Google Hardware • Mountain View, CA USA

- Contributed to UX strategy for 2019–2020 hardware products, shaping key use cases and interactions across the ecosystem.
- Identified unique value of each device, defining 12 cross-product high-value opportunities, creating detailed storyboards, and designing core user experiences and interactions.

Graduate Research Assistant   09/2017 - 05/2018
Georgia Institute of Technology Sonification Lab • Atlanta, GA USA

- Designed and developed SWAN 2.0 (audio-based AR) and SWAN VR Indoor Navigation System, leading user studies, evaluations, and iterative design improvements.

Senior UX Designer   01/2017 - 08/2017
Shimo.im • Beijing, China

- Designed and optimized Shimo Docs and Tables, leading interaction and visual design to improve collaboration and usability, and initiated design efforts for Shimo's enterprise solutions.

UX Designer   07/2014 -07/2016
Sensoro Technology Co. Ltd. • Beijing, China

- Designed user experiences for Yunzi SCRM Platform, serving 30,000+ business clients, and led design for 5 cross-organizational projects, including the Real Madrid ICC China Tour 2015 digital campaign, China Central Television interactive tourism platform, and WeChat IoT platform.

SUMMARY

Strategic design leader with 9+ years of experience in UX, product design, and user research across Amazon Alexa, AWS, Google, and high-growth startups. With a cross-disciplinary background, I work at the intersection of design, product and engineering - translating complex technologies into intuitive, cohesive, and impactful experiences. Seeking a pivotal role to drive next-generation product experiences powered by emerging technologies.

EDUCATION

Georgia Institute of Technology
MS Human Computer Interaction, College of Design
2017 - 2019 • Atlanta, GA USA

- GPA 4.0/4.0

The Hong Kong Polytechnic University
MDes Interaction Design, School of Design
2013 - 2014 • Hong Kong

- GPA 3.93/4.0 Graduated with Distinction

BEng(Hons) Product Analysis & Engineering Design, Department of Mechanical Engineering
2009 - 2013 • Hong Kong

- Graduated with First Class Honors and Outstanding Academic Performance Award
- Valedictorian of Mechanical Engineering 2013
- Lam Sze Ming Scholarship 2011 - 2013
- Dean List Student 2011/2013

SKILLS

Design & Research

- HCI & Human-Centered Design
- Design System, Visual Design & Motion Graphics
- Accessibility (A11y) & Inclusive Design
- User Research & Usability Testing

Product & Strategy

- Enterprise & Customer-Facing Product Design
- Design Strategy, Product Roadmap Planning
- Metrics-Driven Design & Analytics

Area of Expertise

- Conversational Experience, Multimodality Interaction
- AI-Assisted Workflows & AI Agents
- AI Tooling & Developer Platforms

Tools
Figma, Sketch, Adobe Creative Suite, Framer, Lottie

AWARDS

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