

# MICHELLE MA

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## OBJECTIVE

Product design leader with 10+ years of experience across UX, product design, and research at Amazon Alexa, AWS, Google, and high-growth startups. Grounded in HCI and user-centered design, I'm drawn to complex systems — especially AI/LLM-powered products — where the problem space is ambitious and demanding. I translate technically sophisticated platforms into thoughtful, well-structured experiences that hold up over time.

## 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 in July 2025, introducing spec-driven development as a core differentiator and defining intuitive, transparent, and productive workflows for agentic capabilities in the IDE.
- Delivered measurable customer impact, achieving 78% overall satisfaction, 93% power-user satisfaction, and 82% adoption of spec-driven development (as of Jan 2026).
- 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.

**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 AI/LLM-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**

Google Hardware UX

May 2018 - Aug 2018

*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**

Georgia Institute of Technology Sonification Lab

Sep 2017 - May 2018

*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.

### **Senior UX Designer**

Shimo Docs

Jan 2017 – Aug 2017

*Beijing, China*

- 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

Jul 2014 – Jul 2016

*Beijing, China*

- UX lead for the Yunzi SCRM platform serving 30,000+ SMBs, and cross-organizational digital initiatives.

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## **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)

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## **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