

Michelle Ma

User Experience Designer & Product Designer

EXPERIENCES

Senior UX Designer 07/2024 - Present

Amazon Web Services • Seattle, WA USA

- Design Lead for Kiro Agentic IDE, an AWS flagship goal product launched July 2025, defining intuitive, transparent, and productive workflows for integrating agentic capabilities into the IDE.
- Established the Kiro IDE design system, leading a team of designers and cross-functional partners to define shared components, interaction patterns, and a cohesive visual language—forming AWS's first distinct, standalone customer-facing IDE brand.
- Led the ideation, end-to-end design, and launch of spec-driven development and Kiro Powers, defining core agent capabilities including hook, steering, and orchestration, and shipping the experience at AWS re:Invent 2025.
- Drove measurable customer impact, achieving 78% overall satisfaction, 93% power-user satisfaction, and 82% spec-driven feature adoption (as of Jan 2026).

Senior UX Designer 08/2019 - 07/2024

Amazon Alexa Mobile • Seattle, WA USA

- Design Lead for the 2023 Smart Home Forward Alexa Mobile redesign and 2024 Alexa+ core experience, driving end-to-end home-channel UX with +17% YoY user growth and +24.5% YoY increase in user actions.
- Interaction Design Lead for the Alexa Mobile Design System, shipping 20+ new components and authoring guidelines adopted across multiple 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 Routines and household productivity experiences that enable automation across Echo, smart home devices and on-the-go context.

UX Design Intern 05/2018 - 08/2018

Google Hardware • Mountain View, CA USA

- 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 09/2017 - 05/2018

Georgia Institute of Technology Sonification Lab • Atlanta, GA USA

- Designed and developed SWAN 2.0 (audio-based AR) and the 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 Spreadsheets, cloud-based, multi-user collaboration productivity software, leading interaction and visual design to improve usability and collaboration, and initiating design efforts for enterprise solutions.

UX Designer 07/2014 - 07/2016

Sensoro Technology Co. Ltd. • Beijing, China

- Designed user experiences for the Yunzi SCRM platform, serving 30,000+ small businesses, and led design across five cross-organizational initiatives, including the Real Madrid ICC China Tour 2015 digital campaign and China Central Television's interactive tourism platform.

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SUMMARY

Strategic design leader with 10+ 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

Cursor/Claude Code, Figma, Adobe CC, 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)