

# MICHELLE MA

+1(404) 216-8928 ◇ Seattle, WA

[michelle.maxm@gmail.com](mailto:michelle.maxm@gmail.com) ◇ [linkedin.com/in/michellemxm/](https://www.linkedin.com/in/michellemxm/) ◇ [www.mxm.design](http://www.mxm.design)

## OBJECTIVE

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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 products. Shapes product strategy, platform direction, and key stakeholder decisions. Seeking a role to drive next-generation product experiences powered by emerging technologies.

## SKILLS

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**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, 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

**Area of Expertise:** Agentic Experiences, AI-Assisted Workflows, Customer-Facing Products, Enterprise & Developer Platforms, AI Tooling, Conversational & Multimodal Interaction

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

## EXPERIENCE

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### Senior UX Designer

Amazon Web Services

Jul 2024 - Present

Seattle, WA, United States

- 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 ideation, end-to-end design, and launch of spec-driven development and Kiro Powers, defining the experience that enables core agent capabilities—including agent hooks, steering, and MCPs—and shipping 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

Amazon Alexa Mobile

Aug 2019 - Jul 2024

Seattle, WA, United States

- Design Lead for the 2023 Smart Home Forward Alexa Mobile redesign and 2024 Alexa+ mobile 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 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.

**PAST ROLES**

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**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**

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**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**

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**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