

Experience

Amazon — UX Visual Designer II

Oct 2023 - Current | Visual Systems, Alexa Devices & Experiences

- Led successful delivery of visual state machine system designs for Alexa+, updating the entire product line’s UI with global components for an AI-powered LLM, and currently driving visual evolution of new, engaging Alexa attention system interactions for UI and hardware LEDs.
- Owning creation and art direction of Alexicons, visual expressions of agent personality, developing 150+ UI and illustration assets adopted by Amazon Marketing to influence all 1 million+ Alexa customers worldwide.
- Evolving Alexa’s future visual design language, scaling across Echo Show devices, the Alexa Mobile App, Alexa.com, Fire TV, and Fire Tablet to shape Amazon’s devices and lay foundations for strategic product expansion of an AI-powered visual language, expanding to even Prime Video and Amazon.com.

Amazon — UX Visual Designer I

Jul 2021 - Sep 2023 | Fire TV

- Delivered design system component libraries for 3 Fire TV products, successfully leading UX visual design by driving engaging UI narratives for the 1st redesign of the Fire TV Mobile App, 5 releases of Fire TV Channels, and the 1st release of the Fire TV Ambient Experience.
- Reduced gaps in design and implementation for Fire TV and Alexa devices by proactively contributing to quality assurance reviews and assisting in process standardization over a 6 month period.
- Owned UX visual design of Settings and OOBIE on Fire TV, smoothly transitioning 44 components and 50+ design tokens from Sketch to Figma, removing blockers for design and engineering implementation.

Amazon — UX Design Intern

Jun 2020 - Aug 2020 | Fire TV

- Designed proposed direction for UI improvements to increase Fire TV Browse engagement creatively through 3rd party theming, gamified customization features, and improved algorithmic personal recommendations.
- Identified 4 Fire TV user pain points and 2 monetization opportunities for App Brand partners and 3rd party customers such as Disney, TLC, etc. through 1:1 interviews and in-depth user research studies.
- Drove creative direction of Fire TV Profile illustrations, interfacing with an agency over 6 weeks to successfully design 36 shipped assets around 3 visual narratives, also adopted by Prime Video.

Edenspiekermann — Contract UX Visual Designer

Jan 2021 - Jun 2021

- Supported design team through rapid iteration of art concepts, logos, web layouts, and packaging for internal and external projects, bringing fresh visual perspectives and working directly with senior leads.
- Executed delivery of conceptual pitch decks, competitor UX audits, visual framework mapping, and produced user research video edits of client and competitor products. Clients included: Nacero, Northern Trust, Volkswagen, and TOTO USA.

Education & Awards

California State University, Long Beach - B.F.A. Graphic Design

Minor in Web Technologies & Applications | 4.0 summa cum laude

Alexa Skills Hackathon

1st place

Adobe Creative Jam

2nd place

Skills

Design Expertise

User Experience: Design systems, A/B testing, user research, personas, wireframes, information architecture, prototyping, storyboarding, visual accessibility, interaction models

Graphic/Visual: User interface design, 2D & 3D illustration, branding, typography, photo/video editing, packaging design, motion design

Tools & Methods

Design: Figma, Sketch, Invision, Principle, Rive, Adobe Suite (Photoshop, Illustrator, After Effects, InDesign, Lightroom, Adobe XD), Microsoft Office Suit (Word, Spreadsheets, Powerpoint), Blender

Languages: English (fluent), Vietnamese (fluent), Japanese (semi-conversational)

Other: HTML, CSS, Python, ClaudeCode, Kiro