

Edomiyas Beyene

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Seattle, Washington

Experience

UX Designer, Amazon

December 2021 - April 2026

- Led end-to-end redesign of Pack App across Amazon's global fulfillment network, consolidating 5 pack modes, improving task efficiency 10-15%, and driving a 32% NPS lift validated through usability testing with 48+ warehouse associates across multiple fulfillment regions.
- Drove strategic alignment for Pack Reimagine, a 3-year design vision for fulfillment operations, facilitating workshops with 10+ cross-functional teams to define yearly goals and securing executive buy-in through strategy documents and prototype-led validation.
- Integrated AI into design practice using Claude, Kiro, and Figma AI to rapidly prototype tangible concepts, gather early customer signal, and accelerate ideation cycles before committing to high-fidelity design.
- Built coded prototypes in Kiro with motion and micro-interactions for early engineering alignment, and high-fidelity Figma prototypes for moderated usability testing with 48+ associates in live fulfillment environments.
- Delivered a shared design system adopted across multiple teams, defining new interaction patterns and component standards that reduced UI inconsistency and cut development handoff friction at scale.
- Managed a senior UX researcher and design technologist across discovery, field validation, and global release of fulfillment workflow tools, designing for associates operating in high-noise industrial environments with glove-based touch targets and variable lighting conditions.
- Advised leadership on design decisions through roadmap planning and post-launch UX measurement, monitoring adoption rates, error rates, and efficiency gains to inform continuous improvement across fulfillment tools.

UX/UI Creative Designer, World View International Group

May 2020 - November 2021

- Delivered responsive web and mobile experiences for two client platforms, translating research insights into developer-ready deliverables in collaboration with engineers and senior designers.
- Conducted iterative usability testing for Worldview's Visa Counseling mobile platform, supporting Agile sprints with wireframes, journey maps, and user flows through to implementation.

User Experience Designer, Google

January 2020 - May 2020

- Completed 500+ hours of intensive UX design training, applying user research, information architecture, and usability testing to real-world projects.

UX Designer, W Hub

April 2018 - December 2019

- Designed a B2C flight and travel booking system achieving an 82% task completion rate, making strategic design decisions using a design thinking approach throughout.
- Rapidly tested and iterated designs to improve overall usability by 48%, while structuring the internal management tool experience end to end.

Design

Figma

Kiro

Claude

Adobe CC

Miro

HTML / CSS

Leadership

Cross-functional

Workshop facilitation

Roadmap planning

Stakeholder alignment

Design critique

Agile Methodologies

Methods

End-to-end product design

Design systems

Usability testing

User research

Interaction design

Motion prototyping

Accessibility

Agile

Education

North Seattle College, Computer Science

December 2017 - March 2021

Languages Spoken

English

Amharic