

# Amara Hulslander

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## SUMMARY

Lead UX Designer shaping systems-level experiences across complex platforms, from high-consideration retail journeys to AI-native developer tools.

## CORE SKILLS

Systems-Level UX Design | Product Strategy | Platform UX | Developer Experience (DX) | AI-Native Systems | End-to-End Experience Design | Interaction Design | Design Leadership | User Research & Usability Testing

## PROFESSIONAL EXPERIENCE

### Amazon – Lead UX Designer, Alexa+ AI & Developer Experience

Denver, CO | 2025 - Present

- Design AI-native developer experiences supporting agentic workflows, orchestration, and intelligent development environments
- Lead UX for developer-facing systems including workflows, debugging tools, IDE integrations, and documentation experiences
- Partner with product and engineering to align UX with system constraints early through prototyping and developer feedback

### Amazon – Senior UX Designer, High Consideration Shopping

Denver, CO | 2016 - 2025

- Set UX direction for high-consideration retail experiences across discovery, purchase, and post-purchase journeys
- Led cross-team, program-level initiatives aligning complex systems into cohesive customer experiences
- Influenced product strategy by translating customer, business, and technical complexity into clear design direction

## Amazon – UX Designer (Early Career)

Seattle, WA | 2012 - 2015

- Led end-to-end UX for net-new products including Amazon for Windows 8 and Amazon Assistant, shipping across nine international markets
- Founding UX designer on Amazon Go service experiences, shaping early product direction and operational workflows

## Sphero – Senior UX Designer & Researcher (Robotics)

Boulder, CO | 2015 - 2016

- Led end-to-end UX for hybrid physical–digital products including the Star Wars Force Band and BB-8 droid
- Defined interaction models and human factors across hardware, software, and real-world environments
- Drove applied research to inform usability, ergonomics, and multi-sensory feedback systems

## University of Colorado Denver – Adjunct Professor, UX Design

Denver, CO | 2016 - Present

- Teach UX and interaction design across the BFA Digital Design program
- Design project-based curricula focused on systems thinking, ambiguity, and portfolio-ready outcomes

## European Innovation Academy – UX Design & Product Mentor (Volunteer)

2020 - 2022

- Mentored international student teams on UX design, user research, and early-stage product development across global cohorts

## EDUCATION

Iowa State University – MS, Human-Computer Interaction

California State University, San Bernardino – BA, Graphic Design