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

- Designed and integrated financing and protection opt-in experiences within cart and checkout purchase flows, balancing regulatory requirements, eligibility logic, and conversion goals.

- Leveraged the Amazon Shopping Design System to create scalable retail patterns, using Figma components, variants, and auto layout to ensure consistency across PDP, cart, and checkout touchpoints.

- Partnered with external financial institutions and OEM vendors (Synchrony, Asurion, Apple) to integrate financing and protection programs into high-consideration purchase journeys.

- Increased protection attach (20% post-purchase conversion) while reducing customer support contacts by 25% through improved education and redesigned management experiences.

- Led generative and evaluative research (moderated and unmoderated), translating insights into executive recommendations that informed merchandising and transacting decisions.

- Simplified affordability systems by aligning price, financing, savings, attach, and trade-in into structured decision frameworks that improved clarity in high-consideration purchase decisions.

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

EDUCATION

MS, Human-Computer Interaction – Iowa State University
BA, Graphic Design – California State University, San Bernardino