

KHADIJAT “KD” AMOO

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Portfolio: kdamoo.com

PRODUCT DESIGNER | E-COMMERCE AT SCALE | BEHAVIORAL UX & DESIGN SYSTEMS

Product Designer who has worked on projects including large-scale e-commerce at Amazon and educational platforms at Georgia Tech. Specializing in design systems and behavioral UX, from unifying fragmented star-rating variants across 20+ surfaces to leading AI-powered review experiences that reduce decision friction. Apply a research-led experimentation-driven approach, launching Homepage components across 9 international markets, resolving cross-org trust signal conflicts, and defining accessibility standards, adopted by Amazon company-wide. Experience in building zero-to-one systems and evolving mature products, turning ambiguous, high-impact problems into structured, data-informed solutions that ship. Looking to deepen impact in production design environments by scaling high-quality design systems, optimizing Figma workflows, and leveraging AI to improve consistency, speed, and operational efficiency across teams.

CORE COMPETENCIES

Collaboration: Cross-Functional Team Collaboration (product & engineering), Product Management, Data, Research Ops, Global Stakeholder Alignment, Agile Methodologies

UX & Product Design: Design Systems, Behavioral UX, Interaction Design, AI/ML Experience Design, Progressive Disclosure, Accessibility (WCAG)

Research & Validation: A/B/n Testing, Usability Testing, Qualitative Synthesis, User Interviews

Design Tools: Figma, Framer, Adobe Creative Suite, HTML/CSS

EDUCATION

Bachelor of Science (BS), Computational Media –

May 2023

People & Interaction Design, Georgia Institute of Technology, Atlanta, GA

- *Interdisciplinary program focused on software development, user-centered design, and cognitive psychology (Human-Computer Interaction (HCI))*
- Graduated with Honors

EXPERIENCE

Amazon.com, Inc., Hybrid & New York, NY

Aug 2023 - Jan 2026

User Experience Designer - Shopping Design Org

Designed and evolved core shopping systems across Homepage and customer reviews within Amazon’s Shopping Design Org.

Star Ratings & Review Count System:

- Audited and standardized fragmented rating components by building a scalable progressive disclosure pattern and reusable design tokens, adopted into the design system to drive consistency across future PDP, Search, Books, and Devices experiences.

Cross-Org Conflict:

- Resolved conflicting rating signals from multiple sources (e.g., Amazon, Goodreads, author-provided) within the Books experience by restructuring information hierarchy, improving clarity, and reducing cognitive overload during product evaluation.
- Established design system guidelines that prioritized trust signals and standardized content hierarchy across surfaces.

AI Review Highlights:

- Led the redesign of an AI-powered reviews experience within high-traffic shopping flows, improving visibility and clarity of sentiment signals while introducing interactive elements that increased engagement and reduced decision friction.
- Drove experimentation strategy across AI review summaries and icon systems, leveraging user research to influence product and design direction; identified and validated winning solutions under strict testing constraints, shaping future features that improve customer trust and interaction at scale.

International Alignment (9 Markets):

- Launched Homepage components across 9 international markets, including UK, DE, FR, IT, ES, CA, JP, IN, SA, UAE, and MX.
- Solved localization edge cases, such as RTL layouts, variable character length, and regional content formats within a configurable component system, minimizing inconsistent layouts in new markets, costing millions in re-work and eroding customer trust globally.

Component System Evolution:

- Owned and evolved Homepage content components by redesigning card variations and user flows to support key customer intents on Homepage (continue shopping and discovery). [Article here](#)
- Defined reusable variations and unified component patterns (including alert banners) to reduce friction and improve relevance across international markets.

Research Ops & Cross-Functional Facilitation:

- Synthesized behavioral research into actionable product direction that shaped Homepage strategy around personalization gaps and affordance clarity.

Accessibility (WCAG / iOS Voiceover):

- Defined accessibility standards for Homepage components; resolved a Voiceover focus-order bug unaddressed by existing workflows and delivered a WCAG-compliant fix adopted as a new standard, aligning screen reader navigation with expected sighted interaction patterns.

Collaborative Mobile Shopping UX:

- Prototyped a collaborative mobile shopping UX extending e-commerce into a shared decision-making experience that received external press coverage and advanced to product consideration. [Article here](#).

Georgia Institute of Technology, Atlanta, GA

Aug 2021 - Dec 2022

Web Development Student Manager - Office of Information Technology

IT Website Migration:

- Led a student team migrating Georgia Tech's IT website to a modern CMS, improving IA, accessibility compliance, and interactivity.

Analytics & Data Reporting:

- Built monthly Google Analytics + Tableau dashboards for OIT leadership across 3 semesters.

Amazon.com, Inc., Remote, Atlanta, GA

Jun 2022 - Aug 2022

UX Design Intern - Shopping Design Org

Split-the-Bill Checkout Experience:

- Designed end-to-end "Split-the-Bill" collaborative payment experience for Amazon Checkout through structured user research and high-fidelity prototyping.

Stakeholder Workshop:

- Facilitated a gamified FigJam stakeholder workshop to surface recipient-side UX gaps in peer-to-peer payments; findings directly shaped the final interaction model.

Amazon.com, Inc., Remote, Atlanta, GA

Jun 2021 - Aug 2021

UX Design Intern - Shopping Design Org

Grocery Multi-Store Navigation:

- Designed mobile user education flows for multi-store grocery navigation, simplifying complex store-switching decision points.

Georgia Institute of Technology, Atlanta, GA

Aug 2020 - Dec 2021

UX/UI Web Developer - Office of Information Technology (OIT)

Internal Design System (Zero to One):

- Built Georgia Tech's internal design system from scratch, including a component library, documentation site, and interactive tools still in active use across OIT. [Website here](#).

PUBLICATIONS & DISCLOSURES

Technical Disclosure, Amazon.com, Inc., 2020, "Amazon.Com, Inc. Confidentiality, Noncompetition, and Invention Assignment Agreement."