

Khadijat "KD" Amoo

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PROFESSIONAL SUMMARY

Product Designer specializing in design systems and behavioral UX, with experience shipping at scale across Amazon's Shopping Design Org. Led AI-powered review experiences, unified 20+ fragmented rating variations into a scalable system, and launched Homepage components across 9 international markets. Applies a research-led, experimentation-driven approach to build zero-to-one systems and evolve mature products, turning ambiguous, high-impact problems into structured, data-informed solutions. Defined accessibility standards adopted across Amazon Homepage experiences. Experienced across the full product design cycle, from early synthesis through high-fidelity prototyping and production launch.

SKILLS

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

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

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

EDUCATION

Georgia Institute of Technology

Atlanta, GA

Bachelor of Science (BS), Computational Media - People & Interaction Design.

May 2023

Graduated with honors.

Relevant Coursework: Interdisciplinary program focused on software development, user-centered design, and cognitive psychology (Human-Computer Interaction)

EXPERIENCE

User Experience Designer, Shopping Design Org

Aug 2023 - Jan 2026

Amazon.com, Inc.

Hybrid, New York, NY

- **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.
- **AI Review Highlights:** Led the redesign of an AI-powered reviews experience across high-traffic Amazon shopping flows, improving the visibility and comprehension of sentiment signals and introducing interactive patterns validated through controlled experimentation.
- 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.
- **Cross-Org Conflict:** Resolved conflicting rating signals from multiple sources (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.
- **International Alignment (9+ Markets):** Launched Homepage components across 9+ international markets, including UK, DE, FR, IT, ES, CA, JP, IN, and MX.
- Solved localization edge cases - including RTL layouts, variable character lengths, and regional content formats - within a configurable component system, reducing layout inconsistencies and rework across locales.
- **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). Coverage: <https://aboutamazon.com/news/retail/amazon-homepage-redesign-features>
- 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. Coverage: <https://vogue.com/article/amazon-wants-shoppers-to-post-influencer-style-content>

Web Development Student Manager, Office of Information Technology

Aug 2021 - Dec 2022

Georgia Institute of Technology

Atlanta, GA

- **IT Website Migration:** Led a student team migrating Georgia Tech's IT website to a modern CMS, improving information architecture, accessibility compliance, and interactivity.
- **Analytics & Data Reporting:** Built monthly Google Analytics and Tableau dashboards for OIT leadership across 3 semesters.

UX Design Intern, Shopping Design Org

Jun 2022 - Aug 2022

Amazon.com, Inc.

Remote, Atlanta, GA

- **Split-the-Bill Checkout Experience:** Designed an end-to-end 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.

UX Design Intern, Shopping Design Org

Jun 2021 - Aug 2021

Amazon.com, Inc.

Remote, Atlanta, GA

- **Grocery Multi-Store Navigation:** Designed mobile user education flows for multi-store grocery navigation, simplifying complex store-switching decision points.

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

Aug 2020 - Dec 2021

Georgia Institute of Technology

Atlanta, GA

- **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. <https://kmdesign.services.gatech.edu>