

Edomiyas Beyene

Senior Product Designer

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SKILLS & TOOLS

- Stakeholder alignment
- Cross functional collaboration
- Road map planning
- Workshop facilitation
- Product design
- Design systems
- Interaction design
- User research
- Usability testing
- Field validation
- Data informed design
- Accessibility
- Figma
- Jira
- Claude
- Miro

EXPERIENCE

AMAZON — UX Designer

December 2021 - Present

- Led the end-to-end redesign of Pack App, Amazon's primary packing interface across global fulfillment operations, directing a senior UX researcher and a design technologist through discovery, field validation, and production rollout.
- Drove Pack Reimagine, a 3-year fulfillment-operations vision, facilitating workshops with 10+ cross-functional teams, defining yearly goals, positioning the Pack App redesign as the first-year milestone, and securing executive alignment through strategy documentation and prototype validation.
- Consolidated 20+ pack modes into a single adaptive interface, with context-specific variation handled in the logic layer rather than separate interfaces.
- Ran discovery across 12 fulfillment centers in North America, Europe, and Japan, deep observation of 5 representative pack modes, 1:1 associate interviews, and region-specific friction analysis across layout, language, and training, surfacing physical and ergonomic friction beyond the screen.
- Built a shared design system adopted across 3+ fulfillment product teams, establishing reusable interaction patterns and component standards that cut engineering handoff time by an estimated 37%.
- Used Claude, Kiro, and Figma AI to prototype and gather early signal before committing to high-fidelity design, shortening ideation cycles and improving engineering alignment.
- Delivered 30% increase in associate satisfaction (post-rollout in-app NPS), 25% reduction in time to proficiency, and 15% faster task completion across core pack workflows.

United Airlines — Creative UX/UI Designer

May 2020 - November 2021

- Led design for the united.com renovation, revamping hundreds of web pages across United's digital ecosystem to align with the new brand, updated UI standards, accessibility requirements, and modern web best practices.
- Led UX design support for United's Connection Saver tool, collaborating with Product and Tech to launch an experience that helped save 290,000 potential missed customer connections, the highest third-quarter result in company history.

W HUB — UX Designer

April 2018 - December 2019

- Identified that existing booking platforms had 60%+ abandonment rates due to complex multi-step flows and overwhelming choice architecture. Reframed the challenge from feature parity to decision simplification, designing streamlined task flows that reduced cognitive load.
- Achieved 82% task completion rate through iterative usability testing methodology, conducting 40+ user sessions across 3 design cycles to validate flow optimization and interaction patterns.

EDUCATION

NORTH SEATTLE COLLEGE — Computer Science

December 2017 - June 2021