

Matt Ward

Senior UX Designer

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Summary

Senior UX Designer with 10 years of experience designing complex digital products, with a focus on generative AI systems. Currently leading product design for Aza, Amazon's gen AI assistant, driving +350% adoption growth while defining scalable interaction patterns and decision-making frameworks used across teams.

Brings industry experience into the classroom through guest lectures, design reviews, online courses, and mentorship, helping students create portfolio-ready work, navigate real-world constraints, and develop strong product judgment within emerging AI-driven design systems.

EXPERIENCE

Amazon — *Senior UX Designer*

Oct 2024 - Present

- Led design for Aza, Amazon's generative AI assistant, driving automations and core experience improvements during rapid platform expansion
- Increased adoption from 14% → 63%, scaling to 722K+ MAU, 6.6M+ monthly queries, and 74% return rate
- Defined and scaled core AI interaction patterns (chat, voice, automations, content workflows) across web and mobile
- Introduced system-level UX frameworks that translated ambiguous AI capabilities into clear product decisions
- Standardized design patterns and contributed to the GenAI design library
- Awarded "Most Transformational Gen AI Experience" at the PXT Leadership Summit

Amazon (AWS) — *UX Designer II*

Oct 2022 - Oct 2024

- Led design for Amazon Q in AWS Supply Chain, launched across five regions and featured at AWS re:Invent
- Designed a conversational interface and reusable AI patterns that reduced insight discovery time from hours to seconds
- Established AI design guidelines adopted across AWS UX teams
- Drove L10 leadership reviews and cross-functional alignment through prototyping and workshops

EDUCATION

Georgia Institute of Technology
BS Industrial Design, 2017

Georgia Perimeter College
AS Business Admin, 2014

SKILLS

Gen AI UX & Interaction Design
Systems Thinking & Strategy
Low - High Fidelity prototyping
User Research & Synthesis
Visual Design
Micro-animations
Cross-functional Leadership

Software

Figma
Adobe Suite
VS Code
Miro
Jira
Trello

Honors

Most Transformational Gen AI Experience
Amazon, 2025

Beaker Award
Digital Scientists, 2019

Best Portfolio
Bestfolios, 2018

Silver Medal
Georgia Tech ID, 2016

- Built reusable table and filtering systems within ASC
- Led UX for the Work Orders feature, securing AWS Supply Chain's first major customer (\$300K+ ARR)

Tensure Consulting — *Lead Product Designer*

Dec 2021 - Sep 2022

- Led product design initiatives for Mailchimp's Incubation and Data Science teams
- Executed experiments for emerging ML/AI features to inform product strategy
- Facilitated workshops and translated ambiguous ideas into testable product directions
- Delivered end-to-end product concepts aligned with business and technical constraints

Tensure Consulting — *Lead Product Designer, Freelance*

Jun 2021 - Dec. 2021

- Designed product concepts and strategic presentations for Mailchimp Incubation
- Contributed to initiatives that secured \$10M+ in funding

Truist Bank — *Senior Experience Designer*

Apr 2020 - Nov 2021

- Designed and launched two commercial mobile banking applications
- Delivered scalable financial tools through cross-functional collaboration

Digital Scientists — *Product Designer*

Mar 2019 - Mar 2020

- Designed and launched Creative Assistant, an AI-powered design tool for Mailchimp
- Led product from concept through production release
- Contributed to a 14% increase in email engagement

Techtronic Industries — *UX/UI Designer*

Jan 2018 - Feb 2019

- Designed mobile applications for IoT-connected consumer products
- Developed new prototyping methods for hardware-software interaction testing

Big Bang — *Product Design Intern*

Jan 2016 - Oct 2017

- Developed product concepts, prototypes, and research insights for client projects
- Transitioned from intern to freelance designer contributing to multiple initiatives

GUEST LECTURES & APPEARANCES (10)

- Georgia Institute of Technology - School of Industrial Design (9)
 - Design Pathways Panelist - Fall 2026
 - Senior Design Capstone Course — Spring 2026
 - Portfolio Development — Fall 2022
 - Portfolio Development — Summer 2022
 - Portfolio Development — Summer 2021
 - Planning Your Design Career — Fall 2021
 - Interactive Product Design Undergraduate Studio — Fall 2020
 - Interactive Product Design Undergraduate Studio — Fall 2018
 - Industrial Design Graduate Studio — Fall 2018
- Hunan University (1)
 - A Survey of Global Design — Summer 2022

GUEST REVIEWS (10)

- Georgia Institute of Technology — School of Industrial Design (6)
 - Senior Design Capstone Course — Spring 2026
 - Design Capstone Undergraduate Studio — April 2024
 - Design Capstone Undergraduate Studio — December 2021
 - Portfolio Development — Summer 2021
 - Portfolio Development — Summer 2020
 - Interactive Product Design Graduate Studio — Spring 2019
- Georgia Tech — School of HCI (3)
 - MS-HCI Job Search Workshop — Fall 2023, Fall 2024, Fall 2025
- Virginia Tech — School of Industrial Design (1)
 - Career Development Review — Fall 2025

MENTORSHIP & INSTRUCTION

- ADPList Mentor — 100+ mentorship sessions (Jan 2023 – Present)
 - 100% positive mentee feedback (18/18 reviews)
- Skillshare Instructor — 8 UX/UI courses (2019 – Present)

- 6,000+ students | 190k+ minutes watched | 163 reviews