

Katrina Hu

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EXPERIENCE

UX Designer II | Amazon

Oct 2024 – Present

- Led the design vision for Amazon Seller Growth Agents, which leverages AI to automate marketing spend optimization, holiday preparedness, and new product launches for global seller.
- Led design for a growth recommendations engine contributing to \$6.3B in annual attributed sales (390% YoY increase) by delivering high-utility features and personalized seller experiences.
- Orchestrated end-to-end workflows for 6 strategic cost-saving actions for Amazon sellers, resulting in \$118M in total savings (110% YoY increase).
- Scaled a Generative AI design component library for Seller Central to standardize business performance summarization; ensured cross-functional consistency and scalability.

UX Designer I | Amazon

Aug 2022 – Sep 2024

- Created Northstar and MVP design for Amazon Business Planner, a tool enabling sellers to set goals and generate automated action plans; currently in early release to all U.S. sellers.
- Designed integration enabling Amazon sellers to launch ads directly within Seller Central, resulting in 33% increase in ROAS and \$26M increase in attributed sales.
- Designed analytics tool for sellers to track sales and traffic data, benchmark against similar sellers, and see associated growth recommendations.

UX Designer | MoonRanger

Jan 2022 – May 2022

- Led team of 5 designers in researching and designing the mission control interface for an autonomous rover tasked with searching for ice on the moon.
- Conducted 6 sessions of user research and usability testing with mission control operators to refine interface telemetry and navigation controls.

UX Design Intern | Amazon

Jun 2021 – Aug 2021

- Designed Northstar vision for integrating growth recommendations into the Amazon Seller Mobile App.
- Migrated entire Amazon Seller Central component library to Figma to be used by over 30+ designers.
- Developed library of 4 Amazon seller personas to improve product experiences across the design organization.

Research Assistant | CMU Human-Computer Interaction Institute

Sep 2020 – May 2022

- Conducted 5 sessions of user interviews with public transit operators to learn about the effects of autonomous vehicle technology on operator roles.
- Designed prototypes and conducted usability tests for the ClassInSight dashboard, allowing professors to track nonverbal classroom data.

EDUCATION

Carnegie Mellon University

Aug 2018 – May 2022

B.S. Human-Computer Interaction, Business Administration

GPA: 3.9/4.0