Griffin Mori-Tornheim
Product Designer

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gtornheim at gmail dot com

Experience

Amazon Alexa+ / Product Designer

Dec 2024 - Present, Los Angeles

- Leading the end-to-end design process for Alexa+ with a focus on AI-native, agentic, and multimodal experiences
- Advocating for user-centric design within emerging AI paradigms

Amazon Rufus / Product Designer

Jun 2022 - May 2024, Los Angeles

- Led design for key features of Amazon's first generative AI shopping assistant during beta testing through public release
- Defined a strategic product roadmap that guided the launch of 10+ experiments aimed at addressing customer pain points
- Validated designs through user research, usability testing, and post-launch analysis

Google Health / Interaction Designer

Jun 2021 - May 2022, Palo Alto

- Designed the interface & workflow for Google's first Class II medical device in collaboration with UX Research, Engineering, and SMEs
- Developed a product roadmap with our partner hospitals to define the feature priorities and timelines of future updates

Education

Carnegie Mellon University / MS Human-Computer Interaction

Aug 2020, Pittsburgh

Coursework: Interaction Design Studio I & II, Service Design, User-Centered Research, Persuasive Design, IoT

University of California, Berkeley / BS Business, Creative Writing

May 2016, Berkeley

Coursework: Product Design, Data Analytics, Finance, Marketing, Python, SQL, Tableau, Excel

Skills

Design

Low/Mid/High-Fidelity
Prototyping
Motion
Product Roadmap
Service Blueprint
Customer Journey Map
Co-creation

Research

Usability Testing
Concept Validation
Need Finding
Interviewing
Think-aloud Protocol
Literature Review
Walk-a-mile

Tools

Figma/Sketch
Adobe Suite

Programming

HTML/CSS/JavaScript
Python
R
SQL