

# Griffin Mori-Tornheim

## Product Designer

www.griffintornheim.design  
gtornheim at gmail dot com

## Experience

### Amazon Alexa+ / Product Designer

Dec 2024 - Nov 2025, Los Angeles

- Led the end-to-end design process for Alexa+ with a focus on AI-native, agentic, and multimodal experiences
- Explored designs to shape new and scalable paradigms for human–AI interaction

### 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 feature priorities and timelines for 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  
Adobe Suite

### Programming

HTML/CSS/JavaScript  
Python  
R  
SQL