

Riva Fouzdar

Work Experience

Amazon Web Services // UX Designer Sep '22 - Present

- Leading, defining, and driving the customer experience for global users of AWS Marketplace, Amazon Partner Network, and other Amazon offerings
- Re-envisioning the Marketplace experience and helping to execute the next wave of innovation, through user-driven solutions, concept designs, and end-to-end workflows
- Launched UX impacting 1000's of AWS partners and millions of AWS users, multiple products announced at AWS re:Invent '22 and '23.
- *Key launches: Vendor Insights, Private Marketplace Organizations, Partner-guided Tasks*

Workday // Product Designer Oct '21 - Sep '22

- Develop concepts, structures, flows, and UI for new Workday products and features, creating Figma prototypes to share and validate with the team and users
- Closely collaborate with product management, engineering, and research to solve complex, technical problems
- Ensure consistency of interactions, visual language, and interface components across the product

SAP // Lead User Experience Designer Jun '20 - Oct '21

- Designed the entire end-to-end flow, user-tested, and shipped the new SAP Intelligent Retail Planning and Execution product in SAP's industry cloud portfolio, aimed to reinvent the relationship between consumer goods companies and retailers.
- Directly planned, conducted, and synthesized 200+ hours of user interviews, 30+ hours of design thinking workshops with large Fortune 100 players in the CPG industry, and championed the UX research methodology for our product over an expedited timeline.
- Managed the end-to-end user experience from ground up, taking the product from conceptual wireframes to a general release and working in close collaboration with our product owner, PM's, and engineering team.
- Solved complex, technical problems with solutions grounded in user experience and design thinking exercises aimed towards customer satisfaction and OKRs.

SAP.iO // UX Designer - SAP Next Talent Rotational Program Jan '20 - Jun '20

- Conducted product, experience, and marketing design for a new venture founded under SAP.iO, SAP's internal start-up incubator.
- Spearheaded mockups, animations, and content creation for ground-up redesign of customer website resulting in 76% increase in site traffic and 9.6% user growth.
- Designed and deployed venture's response to COVID-19, extending support to our community and reaching hundreds of SAP account executives and potential customers.
- Managed end-to-end implementation, research and over 3 weeks of user testing of admin dashboard enabling customers to manage employee payroll and reduce errors in downtime and processing costs.

Ford Motor Company // Product Designer Aug '19 - Dec '19

- Designed workflow, site map, and screens for Global Mobile App Governance board approval process for internal Ford teams.
- Fellowship with FordLabs team in Ann Arbor to bring Agile best practices and design thinking methodologies back to Consumer Experience IT team.

Groupon // Technical PM Intern May '18 - Aug '18

Uber // People Team Strategy Intern May '17 - Aug '17

rivafouzdar.com
rivafouzdar8@gmail.com

Education

Carnegie Mellon University
B.S. in Human-Computer Interaction
and Business Administration

Skillset & Software

UX/UI

Wireframes and mockups, Hi-fidelity Interfaces, Prototypes, MVP demos, Style specs, Design systems, User story and acceptance criteria

Software

Figma, Framer, Sketch, Adobe CC, Jira, Invision, Balsamiq, Webflow, Motion Animation, 3D Prototyping & Animation for VR

Research

Design Thinking Workshops, Respondent, Validately, UserTesting.com, E2E and Concept Validation User Testing, Storyboarding, User Stories, Journey/Empathy Mapping, Site Maps

Highlights

Women @ AWS - Amazon Affinity Group, Global Executive Board
Director of Conferences, 2024-2026

SAP

Campus ambassador and design recruitment for UC Berkeley and Stanford University

Pragmatic Institute

Certified Product Manager

Kappa Kappa Gamma, Delta Xi Chapter Alumni

Academic Excellence Committee, Service Chair