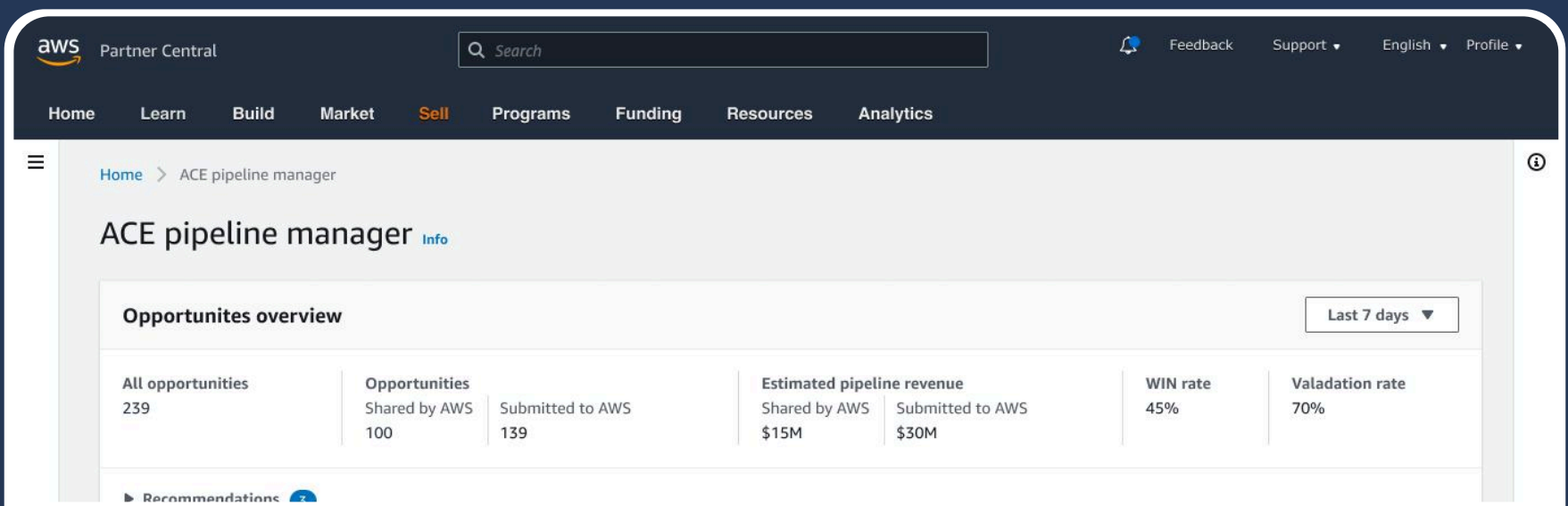




AWS Customer Engagement I ACE
<https://aws.amazon.com/partners/programs/ace/>

Partner Discovery Portal (PDP) is an internal product designed for the AWS sales organization to quickly discover and evaluate partners in the Amazon Partner Network (APN). The platform enables sales teams to identify the right partners for customer opportunities using filters such as geography, competencies, industry expertise, partner programs, and AWS services. PDP also provides partner confidence scoring based on multiple performance indicators to support informed partner recommendations during the sales cycle.

Problem

AWS sales teams often needed fast access to reliable partner intelligence while actively working with customers. Existing tools lacked a centralized way to search, evaluate, and compare partners, making it difficult for sales teams to quickly identify the best partner to accelerate opportunities, build relationships, and generate partner-led leads.

The challenge was to design a scalable, intuitive discovery platform that could support complex partner data, improve search accuracy, and enable sales teams to confidently select the right partner during live customer engagements.

Solution

Led the UX design and product experience for the Partner Discovery Portal, creating a centralized partner intelligence platform that allows internal users to discover and evaluate APN partners through advanced filtering, dynamic search, and data-driven partner scoring.

The platform introduced a confidence scoring model across four key pillars: alignment with AWS, capability, execution performance, and quality metrics. These insights allow AWS teams to quickly compare partners and identify the best match for specific customer needs.

Design Approach

Collaborated closely with Product Managers, Product Owners, and engineering teams to define requirements and product scope

Conducted user research and persona development using surveys and behavioral data from power users across AWS sales and marketing teams. Designed user workflows, wireframes, and interactive prototypes to validate product features and stakeholder scenarios

Developed dynamic search and filtering capabilities, including type-ahead search and relevance-based results. Designed partner scoring visualization and scorecards to translate complex performance data into intuitive, decision-support insights by introducing comparative partner scoring, enabling users to evaluate partners relative to others within specific search results.

Business Impact

Adopted by 5,171 AWS internal users with 227K user sessions within the first eight months following launch. Enabled sales teams to quickly identify qualified partners, accelerating customer opportunities and partner engagement

Increased platform adoption and usage by 17% year-over-year.
Contributed to a 24% increase in partner-generated leads (1,589 YTD)

Established a scalable internal platform that strengthens AWS partner ecosystem engagement and supports revenue-generating customer opportunities

Key Skills & Tools

Product Design • UX Strategy • Enterprise UX • Information Architecture • Design Systems (Polaris) • User Research • Persona Development • Search & Discovery UX • Data Visualization • Partner Ecosystem Platforms • Cross-functional Collaboration.

