

Karen Utley

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karenutley.com

EXPERIENCE

Amazon
Seattle, WA

UX Designer II

Nov '23 - Present

Designed AI-powered experiences for Alexa mobile and Echo Show devices, prioritizing clarity and accessibility.

Defined best practices and initial user experiences for Alexa+ Ticket Search, an anticipatory AI feature that helps users stay informed and act when conditions are met.

Shipped end-to-end designs for voice-created routines, shaping conversational and visual flows that make complex automation setup intuitive and transparent.

Partnered cross-functionally with development, product, and research to ensure designs were grounded in customer insights and responsible AI principles.

Shipped end-to-end UX design for several v1 mobile and multimodal experiences: Alexa Routines, Alexa Comms and Ticket Search.

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UX Designer I

Jun '21 – Nov '23

Led end-to-end redesign of Alexa's household messaging system "Announcements", a core communications feature serving millions of users across Echo devices and the Alexa App. Spearheaded the design strategy and drove cross-functional alignment while delivering a completely revamped user experience. Led research and partnered with product to inform the overall product roadmap.

Identified strategic opportunities to increase user understanding and simplify routine creation. Led redesign efforts for the Routines experience on Web and multimodal devices. Partnered with research and product on the overall product vision.

Shipped end-to-end UX design for several v1 mobile and multimodal experiences.

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UX Design Apprentice

Jan '21 – Jun '21

Ideated and conceptualized a future family manager Alexa companion app for Comms domain, working across design, product, and research.

Conceptualized a suite of socially engaging features for the Comms domain. Partnered with research and product to inform overall vision.

EDUCATION

SVC
Seattle, WA

UX Design Certificate

16-week immersive course followed by 8 weeks of on-the-job training.

CSULB
Long Beach, CA

Bachelor of Fine Art

3.85 / 4.0 GPA

Awarded the President's List

SKILLS

AI prototyping, Figma, sketch,
Adobe Creative Suite, Jira,
Asana

Interaction Design, AI Conversational Design, Product Thinking, Prototyping, Presentations,
Design Systems, Interaction Specs, Accessibility, Copy Writing, Competitor Analysis,
Storyboarding, Usability Testing