

Andrea Maritza Romero

experience

Amazon Web Services (AWS)
UX Designer
August 2023 - Present

Spearheaded the design of a new console experience to streamline the bulk migration of thousands of account permissions for large enterprise customers. Resulted in **1.41M accounts (83%)** migrated successfully and **97%** customer adoption.

Led the strategic redesign of Cost Optimization Hub preference settings to reduce financial anxiety and restore customer control over high-stakes commitments.
Facilitated faster, filtered decision-making, resulting in increased customer action on savings recommendations.

The Home Depot, Orangeworks
UX Design Intern
January 2023 - May 2023

Executed and led multiple qualitative customer research studies with Home Depot associates, applying ethnographic and evaluative methods to uncover workflow pain points.

Collaborated closely with cross-functional stakeholders (Product, Design, Research) to **translate qualitative research insights** into prioritized design strategies.

Amazon Web Services (AWS)
UX Design Intern
May 2022 - August 2022

Designed and led the first mobile-web payments experience usability test for the AWS Commerce Platform.

Quantified over 10 major usability issues in the mobile-web payments experience and delivered evidence-based UX recommendations to inform product management and engineering stakeholders.

community & leadership

UX Office Hours Mentor
March 2022 - Present

Providing weekly 1:1 mentorship and guidance to current UX Design students and emerging designers, focusing on topics like portfolio strategy and career navigation.

Designer & Creative Coach
The Habit Factory Space
September 2021 - June 2024

Served as a volunteer leader and facilitator for multiple design workshops, providing guidance on academic topics including design thinking frameworks, portfolio presentation strategies, and constructive critique.

education

Kennesaw State University
B.S. Interactive Design
Spring 2023 | GPA 4.0

Relevant Coursework
Interaction Design I and II, Visual Design I & II, User Interface Design I & II, Ethnography for Designers, Front-End Development, Special Topics in Journey Maps

skills

Design Tools & Development
Figma, Adobe Creative Suite, Invision, HTML/CSS, Webflow

Research & Methods
User Interviews, Affinity Diagramming, Card Sorting, Information Architecture, Cognitive Walkthroughs, Interactive Prototyping, A/B Testing, Evaluative Research, Storytelling

distinctions & awards

RCHSS Outstanding Senior Award for Interactive Design
Summa Cum Laude Honors President's List
HOPE Scholar

Kennesaw State University, Spring 2023

Kennesaw State University, Spring 2023
Kennesaw State University, Fall 2019 - Present
Fall 2018 - Spring 2023

contact me

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