

# 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 - Spring 2023

Fall 2018 - Spring 2023

## contact me

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