

Kristy Wilson

Principal Product Designer

Personalization, CX Systems, and Global Platform Strategy

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Summary

I lead the design of large-scale product systems, driving signal-driven personalization and scalable UX frameworks across Amazon's global platforms. My work shapes how hundreds of millions of Prime members discover, engage with, and realize value, influencing not only what gets built, but how organizations operate and scale.

Selected Impact

Large-scale new Prime members acquisition in a single quarter through personalization and onboarding redesign

Multi-million revenue impact driven in a single quarter via signal-driven CX frameworks across 26 global markets

130% experiment delivery velocity achieved in Q4 2025 through scalable design system and team operating model

Multi-million annualized revenue impact from Amazon Fashion personalization experiments (StyleScore + TrendsScore)

91.8% keep rate achieved through size recommendation improvements across **19 locales**, reducing returns **~40%**

3x monthly active user growth for FreeVee/IMDb TV from 2020–2022 rebrand and platform expansion

Experience

Amazon Principal Product Designer

2021 – Present

Defined and scaled global Prime Value Communications Framework, aligning how value is introduced, reinforced, and proven across the lifecycle through signal-driven personalization.

Led the rebrand and systemization of Prime CX, defining a flexible design system and modular component framework adopted across Product, Marketing, and Content. Enabled teams to self-serve within a unified system, increasing velocity while raising quality and consistency globally.

Set design direction across multiple teams and product areas, establishing systems adopted across high-scale Prime experiences and shaping how organizations prioritize, measure, and operationalize customer value.

Amazon Senior UX Designer

2017 – 2021

Led the concept, design, and launch of Amazon Luxury Stores, introducing a new premium retail model within Amazon. Defined the walled-garden experience strategy, enabling brand-controlled environments while leveraging Amazon infrastructure.

Established foundational patterns for editorial discovery, immersive browsing, and storytelling. Created the Experiential Mall framework for Amazon Fashion, shifting discovery from transactional browsing to curated, intent-driven exploration. Contributed to streaming experiences, including Freevee (formerly IMDb TV), designing discovery and engagement patterns that supported 3x monthly active user growth during platform expansion.

Demac Senior UX Designer

2016 – 2017

Led UX design across e-commerce platforms, partnering with product and engineering teams to deliver responsive, high-quality experiences. Defined UX standards and contributed to scalable design practices across projects.

CIBC UX Lead

2012 – 2016

Led UX design for digital banking experiences across web and mobile, defining interaction models and ensuring consistency across channels. Partnered with cross-functional teams to deliver large-scale, customer-facing financial products.

Core Expertise

Personalization systems and signal strategy

UX frameworks and platform thinking

0→1 product and experience definition

Customer lifecycle and value modeling

Cross-functional leadership

Organizational influence and design strategy

Education

Advertising and Design, Georgian College

Fine Arts Advanced, Georgian College

UX Writing, School of Visual Concepts