

Sheri Pham

Senior UX Designer · Redmond, WA

phamsheri@gmail.com · sheripham.com · linkedin.com/in/sheriph

EXPERIENCE

UX Designer · Amazon Leo

2023 – Present

Owns the setup experience for Amazon's 0-to-1 satellite internet product, serving a global residential and B2B audience across iOS, Android, and the on-device portal.

- Owned the end-to-end first-time setup experience, from unboxing to online, across iOS, Android, and web.
- Delivered the camera obstruction detection feature, with CSAT at 4.0 out of 5, up from 3.4 on the prior build.
- Improved setup UX, cutting device assembly time (45s to 23s) and raising ease-of-use from 5.6 to 6.8 out of 7.
- Created the design-to-code guardrails framework for AI prototyping with Kiro and Claude, cutting design time 50-60% and engineering time by a third.
- Extended the guardrails framework to research, increasing research capacity and data output by 30%.
- Presented product design strategy and the AI-prototyping workflow to VP and senior leadership.
- Collaborated with cross-org teams to integrate existing Wi-Fi technology and deliver single sign-on (SSO).

Senior Design Analyst · Accenture Song

2021 – 2023

Two client engagements: redesigning a cybersecurity portal for global enterprise clients, and rebuilding T-Mobile's internal design system.

MXDR Cybersecurity Portal – web + mobile

- Redesigned a managed-security portal through research (13 interviews, 6 countries), delivering role-based dashboards for analysts, admins, and engineers.
- Delivered the MVP portal redesign to 800 clients across 60 countries, cutting perceived false positives in half.

FUSE Design System – T-Mobile, iOS + web

- Rebuilt and migrated a 120+ component library from UXPin to Figma with WCAG AA compliance, in 3 months, half the scoped time.
- Audited and cut a quarter of the legacy library, creating one source of truth for 150+ designers and developers, saving a projected \$6.5M a year.

SKILLS

Design strategy · end-to-end product design, design systems, information architecture, interaction design

Research · usability testing, user interviews, A/B testing, competitive audits, personas, UAT

AI-accelerated design · Kiro, Claude, prompt engineering, design-to-code workflows, React prototyping

Craft + tools · Figma, accessibility (WCAG AA) audits, UX writing, Apple HIG, Adobe Creative Suite

EDUCATION

BA Graphic Design, Minor in Computer Science · Washington State University

Google UX Design Professional Certificate