

Christina Collins

Product Design Leader and Strategist with 15+ years of experience empowering global distributed teams to align on vision and deliver delightful digital products.

Contact

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Experience

Principal UX Designer | Amazon | September 2022 - present

- Served as **Design Lead**, collaborating with Product, Principal Engineers, and endpoint design teams to define and document the end-to-end experience for **Cross-Device Conversation Continuity**, enabling Alexa+ customers to seamlessly resume conversations across devices (**CSAT 6.25/7**).
- Designed a customer-journey framework for first-use experience of Alexa Communications that **drove 14% more active days and significantly higher 6-week retention** compared to control group.
- Led **cross-functional strategic initiatives**, synthesizing research and using collaborative brainstorming techniques to align the organization on key focus areas and use cases for **Alexa+**.
- Spearheaded a **design-led initiative** that advocated for layering on additional delight into existing projects, resulting in **enhancements to five shipping projects** in one year.
- **Managed a team** that **contributed to 20+ successful product launches** for Alexa Communications experiences, providing mentorship, guidance on design work and career development.

Senior UX Designer | Amazon | September 2016 - September 2022

- Designed **scalable end-to-end experiences** for complex features **used daily by millions** of Alexa Communications customers, leveraging research and usage data to drive design decisions.
- Enhanced the dialog success rate for Alexa Communications experiences by **pioneering multimodal design patterns** for multi-turn interactions, collaborating with Design Technology and UX Research to prototype and refine solutions through **usability testing**.
- Collaborated with the Alexa AI team to showcase an **experimental feature** to executive leadership, securing funding and leading to its **successful launch** the following year.
- **Mentored a UX Design Apprentice**, guiding their successful transition to a full-time L4 role.

Experience

UX Designer | Amazon | September 2014 - September 2016

- Member of the working team that **established patterns** and version 1.0 experiences for the first generation **Echo Show**.

Senior Interactive Designer | Redbox | June 2012 - August 2014

- Served as **Design Lead** for Redbox Instant 2.0, shaping the **end-to-end product strategy** and guiding a team that designed **patented innovations** in continuous playback and content discovery.
- Shipped playback and content discovery improvements that increased average monthly streaming by 4.6 hours, **boosted 60-day subscriber retention by 11%**, and raised iOS app rating by two stars.
- Designed 'How It Works' landing page that resulted in **27% decrease in first 14-day customer service contacts**.

Senior User Interface Designer | OrgSync | March 2011 - June 2012

Creative Director | NetSuccess Interactive | August 2009 - March 2011

Designer | Match.com | March 2008 - July 2009

Education

Bachelor of Arts in Visual Arts, Emphasis in Graphic Design

University of San Francisco | 2002 – 2006

Graduate Coursework in Applied Cognition and Neuroscience, Emphasis in Human-Computer Interaction

The University of Texas at Dallas | 2013 – 2014

Skills

Generative AI

Cross-Functional Leadership

Figma

Product Design

Vision & Strategy

Usability Testing

Mentorship

Design Patterns

Design Management

Storytelling

Cross-Platform Experiences

Innovation

Patents & Awards

7 US Patents #12165645, #11792365, #9558788, #9210461, #10206004, #9129656, #9794631

John Cotton Dana Award
Campaign for Arlington Public Library | 2012

IBM Watson Scholarship Recipient