

Srishti Jha

UX Design

📍 Seattle, WA ✉ /Email ☎ +1 4257329488 [in /srishtijha](#)

UX designer and strategist with 9+ years of experience designing AI-enabled customer experiences across pre-purchase decision journeys, multimodal assistants, privacy, and payments. I turn ambiguous customer needs, business goals, and system constraints into clear product direction, scalable UX patterns, and experiences people can understand and trust. I use AI to augment my design process and build fluency with modern AI tools and workflows.

Work Experience

Senior UX Designer ADX CX, Amazon

July 2025 – Present
Seattle, WA

Designing pre-purchase customer experiences across Amazon Delivery Choices, spanning delivery incentives and Add to Delivery that help customers discover delivery options aligned with their needs for speed, savings, convenience, basket size, and sustainability.

- Lead the customer experience strategy for incentive-driven delivery choices. Currently designing digital reward experiences serving **58M+ Prime Video customers** while shaping the long-term vision for incentives that encourage flexible delivery, improve network efficiency, support sustainability, and increase basket size.
- Led key initiatives for **Add to Delivery (AtD)**, Amazon's new shopping feature that lets Prime customers add eligible items to their upcoming order with one-click at no added cost. AtD 2025 launches delivered annualized incremental impact of **167MM units, \$3.6B OPS, \$9.0B customer sales, and \$1.1B GCCP, with one-click experiments delivering \$836MM OPS, \$1.5B customer sales, and \$206MM GCCP.**
- **Piloted AI-assisted deck generation** for leadership reviews, using custom plugins to convert raw design screens into structured, template-aligned UX decks; reducing report synthesis time by **~5 hours per study**, improving consistency across senior leadership narratives, and accelerating stakeholder alignment on roadmap decisions.
- **Created AI-assisted prototypes** for delivery incentive experiences across checkout, post-purchase, and a customer-facing digital rewards hub using Claude Code and FigmaMake; explorations influenced roadmap prioritization and helped secure leadership support for investment.

Senior UX Designer Alexa, Amazon

Oct 2022 – Jul 2025
Seattle, WA

Designed privacy-first, AI-enabled customer experiences across Alexa, spanning trust CX, conversation continuity, data management, and personalization across mobile and shared devices.

- Launched a multimodal trust CX for Alexa+ agentic AI experiences covering data deletion, retention, and management controls across personal + shared devices while maintaining clear permission and visibility boundaries. This experience led to a **25% improvement in user trust score.**
- Owned UX for chat history and cross-device conversation continuity. Defined a hybrid memory model balancing chronological history with memory-based context, used by **200+ stakeholders** to align conversation boundaries, profile handling, and cross-device behaviour. This AI capability launched in 2025, exceeding beta goals with a CSAT score of 6.25/7 and 92% accuracy for resuming conversations by voice and text.
- Defined UX pattern for Alexa+ personalization experience bringing together signals across interests, habits, interactions, and memory into a curated and transparent customer-facing view, including rich categorization and gamified insights.
- Sole UX + Privacy designer for Alexa's internal privacy bar-raiser system, streamlining how teams surfaced privacy requirements, tracked approvals and met launch-readiness expectations.

UX Designer II
Amazon Pay, Amazon

Jul 2021 – Oct 2022
Bengaluru, India

Designed high-frequency payment experiences for Amazon Pay India, a digital payment platform serving 100MM+ customers. Built scalable design patterns that improved speed, clarity, trust, and repeat usage across everyday financial journeys.

- Redesigned Amazon Pay's transaction history from a static ledger into a conversational, chat-like, context-rich interface and laid the foundation for smoother recurring payment behaviours.
- Optimized key bill-payment journeys using Keystroke-Level Modeling (KLM), usability research, and SMS parsing, **reducing completion time by 36.6%** for sending money to a **new user**, **24.3% for repeat payments** to a saved user, and **7.9% for repeat bill payments**.
- Launched Scan & Pay with Digital QR, enabling customers to upload and scan QR codes directly from WhatsApp chats or their device gallery, simplifying payment completion and reducing friction in offline-to-online payment flows; drove a **+0.19% increase in transactions per session**, with **35K+ daily users** and **26.25% successful conversion across the first 15 days**.
- Built scalable design playbooks and interaction patterns for Amazon Pay, **mentored 3 partner UX designers** and ensured outputs aligned with Amazon's design standards and accessibility expectations.

Product Designer
Rupeek

Aug 2019 – July 2021
Bengaluru, India

Spearheaded UX strategy and research for an asset-backed, digital lending fintech platform's pre-loan approval experiences for including loan eligibility, application, and KYC; contributing to a **~45% increase in customer conversion rate** across 5 major Indian cities.

UX/UI Designer
Yapsody

Feb 2016 – Aug 2019
Mumbai, India

- **Shipped 8 high-impact initiatives** for the event ticketing platform including an email campaign dashboard, native mobile app for voucher scanning, concert attendee check-in dashboard, and voucher issuance flows.
- **Mentored 5 designers** and established design mechanisms and processes to improve consistency and team efficiency.
- Partnered closely with engineering to translate complex operational requirements into feasible, scalable product experiences, supporting real-time event operations.

Core Competencies

- AI Experience Design • Privacy & Trust Design • Strategic UX • Information Architecture • 0-1 Product Design • Qualitative & Quantitative UX Research • Customer Experience Outcomes & Journey Mapping • Wireframing & Prototyping • Design Documentation

Certifications

- Machine Learning for leaders 2025
- Privacy fundamentals 2024
- Introduction to AI 2025
- Peculiar UX 2025
- UX Design specialization, 2020

Softwares

Figma, Figma Make, Claude Code, Mobbin, Adobe Creative Suite, Asana, Loop, Axure RP, Sketch
Internal Amazon AI tools- Pippin, Quick Suite, Kiro (prototype and documentation), Dovetail, Partyrock (UX reserach)

Education

LNCTS, Bhopal

B.E, Electrical & Electronics Engineering, 2015