Amy Morawa-Murphy
Human Centered Product Design

With over 20 years of experience, I've led the creation and launch of products and services across retail, self-care, and human resources industries. I'm passionate about fostering a strong design culture and delivering innovative, impactful experiences that solve complex problems through deep audience understanding and a focus on positive customer improvements.

Experience

Senior UX Designer at Amazon
June 2021 – Present

Guided UX design to streamline complex purchasing paths across consumer electronics—phones, laptops, smart home gear—where design clarity directly supports high-consideration purchases.

- E-commerce Impact: During my tenure, overall Amazon retail e-commerce sales grew from approximately $470 billion (2021) to $638 billion (2024)—an 11% annual increase

- Market Leadership in Electronics: Contributed to design excellence that underpins Amazon's 30% share of U.S. electronics and appliances sales (Q4 2024).

- Industry Growth Tailwinds: My design work aligns with steady 4–6% CAGR growth forecasts in consumer electronics, positioning Amazon to capitalize effectively on sector expansion.

Cross-Functional and Strategic Initiatives

- Developed UX flows for generative AI tools, refurbished/pre-owned and trade-in offerings, sustainability, compatibility checks, post-purchase touchpoints, and live chat—all geared toward maximizing customer value and business ROI.

- Mentored UX peers to elevate design consistency across global initiatives, embedding a customer-centered mindset in program-level strategies.

Senior UX Designer at DHI Group, Inc.
November 2016 – June 2021

Worked with Product Owners and key stakeholders across scrum teams to unify and drive the evolution of several career websites and applications.
- Collaborate and create and validate business concepts and initiatives to inform product roadmaps.
- Lead and participated in Design Sprints for new Product initiatives and data visualizations.
- Contributed to several research studies to help Product Owners navigate customer needs and trends.
- Created current and future state analysis, visualizations and prototypes to inform product roadmaps.
- Identify commonalities across digital properties and unify workflows and UI patterns.
- Championed next practices in design thinking and human centered design.

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Principal Owner, ALM Design
January 2001 - Present

Working with business and product leaders to design solutions that bring together the form, content, and context of their products and communications.

Select clients include:

Delta Dental of Colorado, a nonprofit provider of group dental benefits coverage
- Key point of contact for the Marketing team and UX Designer we worked to reimagine their digital marketing strategy highlighting available products and benefits, claim forms, and bulletin boards for patients, dentists, employers, and members.

State of Colorado, Program Eligibility Application Kit (PEAK) for the Affordable Care Act
- Key point of contact for the Chief Customer Officer and UX Designer we created a strategy for improving and nationally aligning their online service for Coloradoans to screen and apply for medical, food and cash assistance programs.

Vantage Human Resource Services, provider of employee and organizational development services to the public sector
- Key point of contact for the founders of this seminar series and UX Lead we created a complimentary online self-service and virtual career center for Centers For Medicare and Medicaid. The web-based solution offers career and individual development, skill assessments, training and education, career and job search including examples, listings, tips and tricks.

Senior UX Strategist at Willis Towers Watson
November 2014 - June 2016

Leading global advisory, broking and solutions company that helps clients turn risk into growth.

Helped form and drive compensation solutions that manage risk, optimize benefits, and cultivate talent by providing competitive compensation plans that align with an organization's goals and objectives.
- Worked as the Senior UX Strategist with Product Owners UX and key stakeholders across Scrum teams to drive the evolution of three applications reimagined as one.
- Helped make the critical transition between releases
- Contributed to the early development of UX standards toolkit
- Demonstrated abstractions of user workflows, as well as high-level patterns thinking

Lead Experience Architect, Effective UI
June 2011 - June 2013

Creators of digital products, experiences and insights, mobile apps and software applications

- As the key point of contact for clients, I collaborated with product teams to direct design teams on major engagements, facilitating creative sessions amongst internal/external stakeholders, envisioning and developing incredible user experiences.

User Experience Designer, ProfitStreams
September 2010 - May 2011

Creators of integrated POS solutions for merchants, dealers and developers

- Worked with Product Managers and Marketing team to translated business goals into web-based applications. These products provided insight into Customers' behaviors including the ability to recognize, connect and communicate with customers before, during and after their visit.

Specialist, MATTER
January 2010 - August 2010

A full-service strategic design and communications consultancy developing brands that increases awareness, relevance, and market share.

- Worked with the Owner as the Subject Matter Expert in Experience design and strategies for digital media to further the goals of increasing their business into the digital space.

Volunteering

Project Angle Heart Volunteer This year, this program will prepare and home-deliver—at no charge—815,000 medically tailored meals to 5,200 Coloradans who are living with cancer, kidney disease, HIV/AIDS, and other severe illnesses.

Education

Pratt Institute
BFA, Computer Graphics, 1988 – 1992

Expertise	Tools
User experience design	Generative AI
Design thinking and strategy	Figma
Customer research	Collaborative design workshops
Service design	Design sprints
Journey and affinity mapping	UserTesting
Scenario design and story mapping	Agile development
Workflows and wireframes	Microsoft suite
Prototyping	Adobe Creative Suite
Visual design	Asana and other project tracking tools

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