

Christopher West

Senior UX Designer

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PROFESSIONAL SUMMARY

Senior UX Designer with 6 years at Amazon AWS designing the trust-bridge between human operators and AI systems: 3 years on AWS Panorama (edge ML appliance for enterprise computer vision on physical cameras) and 3 years driving design vision for Amazon Bedrock (generative AI platform serving 10,000+ enterprise customers). I design first-principles for problems without playbooks, prototype with agentic AI tools to move fast and explore wider, and lead cross-functional alignment through narrative and executive-ready vision artifacts. Panorama's operators (production-line inspectors, industrial technicians, non-ML experts acting on model output in real time) shaped how I think about designing trust between people and AI systems.

CORE COMPETENCIES

Trust-Critical AI Hardware UX · Remote Hardware Sensing & Edge ML · AI-Augmented Prototyping · First-Principles Product Design · Strategic Design Vision & Storytelling · Cross-Platform (Web · Mobile · Hardware) · Executive Stakeholder Alignment · On-site Customer Research

WORK EXPERIENCE

Amazon AWS

2020–Present

Senior UX Designer (L6) · Amazon Bedrock · Generative AI Platform · 2023–Present

- **Design Vision & Narrative Leadership.** Driving the next-generation Bedrock console vision end-to-end. Use agentic AI tooling to prototype variants, produce vision artifacts, and align product, engineering, and executive stakeholders through structured critique and iterative storytelling.
- **Prompt Management & Caching.** Untangled layered complexity between model provider capabilities and platform-level system controls into a single-definition workflow for cacheable prompt elements. Preview at re:Invent 2024, GA April 2025. 90% cost reduction, 85% latency reduction; Care Access saved 4-8+ hours daily.
- **Flows: Visual AI Workflow Builder.** Designed the agent node model for multi-turn conversational AI; iterated to executive sign-off. Thomson Reuters and Dentsu Creative cited the "intuitive visual interface" for "complex, flexible, multi-prompt workflows."
- **Guardrails & Navigation Unification.** Simplified AI safety policy enforcement at org scale. Volunteered to consolidate cross-team IA before re:Invent, replacing a fragmented patchwork with a coherent overview.

UX Designer II (L5) · AWS Panorama · Computer Vision at the Edge · 2020–2023

- **Trust-Bridge for Industrial CV Operators.** Led UX for enterprise workflows enabling non-ML operators to deploy computer vision on production lines. Tyson Foods: 99.1% anomaly detection accuracy, 15,000 hours of skilled labor saved annually. Operators had to act on model output in real time, where the design brief was legibility and trust, not accuracy.
- **Remote Hardware Sensing: Troubleshooting Under Security & Edge Constraints.** SSH access removed at GA for security. Designed a troubleshooting suite within strict edge hardware constraints: remote reboot (~80% issue resolution), CloudWatch log deep linking, encrypted USB log export with LED signaling. Deloitte/VicDot and TaskWatch confirmed these addressed their primary field pain points.
- **0-to-1 Edge ML Platform Launch.** Owned UX for a net-new AWS service from research through launch: resource management redesign, on-site user research with ProServe and Solution Architects, CFS severity matrix, and 200+ bug resolution to reach launch readiness.
- **Hardware Ordering & Procurement.** Eliminated a multi-day procurement friction point; integrated quote-and-purchase flow reduced time-to-quote from days to under one minute with real-time shipping cost calculation.
- **Figma Org Administration.** Sole Figma admin for AWS for 13 months: org-level configuration, plugin management, permissions, and audit scripting across 15,000+ users.

WonderWorkshop

2016–2020

Lead Experience Designer

- Led UX across educational robotics apps and SaaS products serving millions of users. Cue for Education: redesigned the Wonder robotics app as a cross-platform PWA for classroom use, optimized for Chromebook and Windows 10. On-site teacher research to define requirements.

Disney Interactive

2010–2016

UX/UI Designer → Lead UX/UI Designer

- Grew from IC to Lead over six years; managed two senior designers; championed mobile-first strategy that became the standard approach for cross-device game launches; established the UX-to-engineering documentation pipeline.

Freelance & PublicisNet

2007–2010

Interaction Designer / Flash Animator / Web Designer

SELECTED OUTCOMES

AWS Panorama: AI Trust-Bridge at the Physical Edge

Remote Hardware Sensing · Safety-Critical

3 years designing for operators deploying computer vision on physical cameras in industrial and safety-critical environments. Tyson Foods: 99.1% anomaly detection, 15,000 hrs/year saved. Remote troubleshooting suite resolved ~80% of field issues without on-site visits, within strict edge security constraints.

Bedrock: AI-Augmented Design Vision Practice

Agentic Prototyping · Executive Alignment

Currently driving the next Bedrock console vision. Use agentic AI tooling to rapidly prototype variants, produce interactive vision artifacts, and pressure-test ideas across product, engineering, and executive stakeholders.

Bedrock Prompt Management

AI Platform · Launched re:Invent 2024

Developer workflows for versioning and deploying AI prompts at scale. 90% cost reduction, 85% latency reduction; Care Access saved 4-8+ hours daily. First-principles simplification of layered model + platform complexity into a single user model.

EDUCATION

Interactive Digital Media · Gobelins, l'école de l'image

Bachelor's in Visual Communication / Marketing · ESDI

SKILLS

Design: Trust-Critical AI Hardware UX · Remote Hardware Sensing · Edge ML Products · Enterprise AI Platform Design · Cross-Platform Design (Web · Mobile · Hardware) · First-Principles Product Design · Strategic Storytelling · On-Site User Research · Information Architecture

Tools: Figma (expert; sole AWS Figma admin, org-level governance for 15,000+ users, audit scripting, plugin management) · Agentic AI tools for rapid interactive prototyping, wider variant exploration, and vision documentation · Working front-end fluency (HTML/CSS)

Working Methods: Whiteboarding · Design critiques