

Nichelle Song

Senior Product Designer | Enterprise Platforms & Workflow Systems

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PROFESSIONAL SUMMARY

Product Designer with 8+ years designing enterprise platforms and AI-powered experiences at Amazon and Microsoft. I turn complex, high-stakes workflows into intuitive tools for the people who depend on them — leading end-to-end design for products serving 4M+ users and contributing to \$10M+ in operational savings. Specialize in workflow simplification, responsible AI design, and research-driven product strategy.

SKILLS

Product / UX Strategy · Enterprise UX · Workflow Simplification · Information Architecture · AI-Assisted & Conversational Design · User Research · Service Design · Multi-Modal (Mobile + Desktop) Design · Agile · Mentorship

Tools: Figma · Prototyping · AI-assisted design through Claude

EXPERIENCE

Amazon — IT Services

UX Designer II | Jan 2025 – Present

- Lead UX for Amazon's internal IT support ecosystem serving 4M+ employees globally, owning strategy end-to-end from research through implementation.
- Own UX strategy for Amazon's IT Portal, redesigning employee support experiences to raise self-service resolution and reduce dependency on live support.
- Led migration strategy for 3,000+ knowledge articles, with roadmap planning to scale to 10,000+.
- Established reusable conversational and AI-assistance patterns — including transparency and error-recovery standards — enabling consistent, trustworthy AI experiences across Amazon IT products.
- Partner with 4 PMs, 4 TPMs, and 20+ engineers to align AI strategy with employee support workflows.
- Present research findings and recommendations to director-level stakeholders to build alignment.

Amazon — People Experience Technology

UX Designer II, UX Designer I | Jul 2021 – Dec 2024

- Sole designer for Groups, Quiz, Media Player, and Content Authoring — from discovery through launch — partnering with product and engineering to define both strategy and execution.
- Defined the North Star vision for Amazon Learn, aligning stakeholders across learning, career development, and training organizations around a shared long-term strategy.
- Designed enterprise learning experiences supporting 40K administrators who deliver 9.67M annual training assignments to 3.4M learners across Amazon's global workforce.
- Helped consolidate 5+ legacy learning systems into one unified platform, contributing to \$10M+ in operational savings.
- Conducted contextual field research with frontline fulfillment-center workers that informed launch decisions and future roadmap investments.
- Mentored interns and junior designers, contributing to successful full-time conversions.

Amazon Web Services — Sales

UX Designer I | Mar 2020 – Jul 2021

- Owned the redesign of seller CRM workflows supporting 40K+ AWS sellers, from lead creation through opportunity management.
- Simplified complex contact-management workflows by eliminating unnecessary steps and improving task efficiency for high-volume sales teams.
- Influenced prioritization through customer research and usability testing.
- Partnered with 8 PMs and 40+ engineers; supported migration to a modernized seller platform with 100% adoption.

Microsoft (via TEKsystems + Insight Global)

Product Designer | Apr 2019 – Mar 2020

- Designed multi-modal enterprise experiences across Microsoft Teams, Remote Desktop, and Windows Virtual Desktop — spanning desktop, web, and mobile.
- Conducted usability testing and experience audits across all three platforms.
- Shipped diagnostics experiences enabling IT administrators to troubleshoot user issues.

Providence Health & Services

UX Designer | Sep 2017 – Mar 2019

- Used analytics, interviews, and usability research to improve high-stakes healthcare experiences.
- Designed patient-facing experiences supporting virtual care and cost transparency.

EDUCATION

University of Washington — M.S. Human Centered Design & Engineering

University of Washington — B.S. Informatics (Human-Computer Interaction)