Tom Nelson

UX Design · San Francisco, California

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Core Competencies

V1 Products · UX Strategy · Novel User Interfaces · Design Management · UX Writing · Keyboards · Multimodal UI · Mentoring
Nontraditional Displays · Prototyping · Design Research · Operating Systems · Interaction Patterns · Documentation · Ideation

Experience

Senior Design Manager · Amazon Lab126
San Francisco · 2019 to Present

Leader on a new product category protected by a non-disclosure agreement

- Managing a team of 18 defining the UX for a V1 product and its companion app, including UX, VUI, Sound and Visual designers, Animators, and Design Technologists
- Successfully presented design directions to stakeholders at the highest levels
- Defined UX strategy for a new product category
- Helped team members build growth and development plans, leading to a healthy annual promotion cycle

Principal UX Designer · Amazon Echo Show & Spot
Seattle · 2015 to 2019

UX design for Amazon's first and second generation multimodal Alexa products

- Defined core UX patterns for how Alexa experiences would be expressed on devices with screens
- Invented novel methods for selecting personalized content for ambient screens
- Created a taxonomy for all types of Alexa activities and defined interruption and collision behavior (e.g., *What happens if I ask for the weather while music is playing?*)
- Adapted original Echo Show UI to 2.5" circular display for Echo Spot and 10" display for second generation Echo Show
- Managed junior designers in designing the out-of-box experience, settings, and V1 domain design

Sr. UX Designer · Amazon Kindle
Seattle · 2013 to 2015

UX Design for Kindle Paperwhite, Kindle Voyage, and first-generation Kindle Oasis

- Scaled Kindle UI to work across devices with three different resolutions (167, 212, and 300 PPI)
- Defined UX for WordWise, a feature that helps language learners see simple synonyms or definitions for uncommon words inline with the text of a book
- Tested WordWise with language learners and teachers in Beijing and used insights gained to improve the feature
- Redesigned lookup and highlighting features for functional and aesthetic parity with Kindle applications for phones and tablets
- Redesigned the Kindle home screen and system UI to better highlight the books that customers are currently reading and improve discovery of new books
- Redesigned Kindle out-of-box tutorial to help customers start reading their first Kindle book more quickly

UX Designer · T-Mobile (Contract)
Seattle · 2012 to 2013

UX and Visual Design for customer support tools used in retail and call center locations

- Worked directly with retail and care representatives to identify and address pain points in a complicated set of legacy tools
- Designed a single app to replace legacy tools and streamline the customer support and sales experience

Education

Master of Interaction Design
The University of Queensland
2012

Bachelor of Science
Mass Communication - Journalism
The University of Utah
2008