

# Deanna J Blackwell

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## SUMMARY

Innovative Product Designer with 5+ years of experience in AI-driven UX design for e-commerce, blending technology and creativity to build ethical, user-centered solutions. At Amazon, led initiatives generating \$2.5B+ in revenue, including AI Shopping Guides and Homepage enhancements. Expert in personalization, accessibility, and usability, with a passion for simplifying customer journeys and inspiring customer loyalty. Skilled in cross-functional collaboration, qualitative research, and scalable design tools, dedicated to delivering sustainable, inclusive, and impactful digital experiences.

## EXPERIENCE

### Product Designer | Amazon | New York, New York | June 2021 - Present

#### • AI-Driven Personalization

Collaborated cross-team and designed/launched AI Shopping Guides, Amazon's AI powered product research feature, driving +\$195MM in incremental annual sales, covering 30% of shopping mission traffic, and generating +7MM new missions and +1.5MM new-to-GL mission completions annually. Optimized entry points such as Search Autocomplete and MissionHub to enable a seamless, AI-enhanced shopping experience.

#### • Homepage Redesign

Revamped Amazon's Homepage, driving +\$1.2B in annual sales by adding feature diversity and new window display cards. Improved recommendation and attribute quality, delivering an additional +\$648MM in annual sales.

#### • Sustainability

Developed a UI-driven consolidation strategy that reduced shipping costs and carbon impact, delivering \$22.4M in GCCP and \$6.27M in cost savings through features such as the green leaf icon and consolidation messaging.

#### • Product Bundling

Redesigned mobile widgets for Frequently Bought Together and Buy It With to integrate personalized recommendations and updated UI, boosting +\$47.15MM GCCP/Yr and +\$158.24MM OPS/Yr by aligning UX with RIO and GCCP goals.

#### • Browsing Enhancement

Redesigned a personalized Product Explorer shopping grid as the default below-the-fold experience on MissionHub, contributing +\$414MM in annual sales.

#### • Accessibility

Conducted an accessibility audit for mission-aligned pages in World Wide Stores to ensure compliance with the European Accessibility Act (EAA), focusing on screen reader effectiveness to enhance usability and inclusivity.

### Product Designer | Staircase | Philadelphia, PA | January 2021 - June 2021

- Led cross-disciplinary teams, designing and implementing features for AWS cloud-based B2B mortgage products, resulting in multiple new client acquisitions.
- Served as the lead product tester for quality and feature development, ensuring that new features met user expectations and enhanced the mortgage process for clients.
- Spearheaded the consolidation of product design processes into Figma, improving team efficiency and cross-functional collaboration.

### Product Designer | University of Pennsylvania Health System | Philadelphia, PA | January 2020 - September 2020

- Designed a desktop application that optimized scheduling, reducing creation time from 2 weeks to 10 minutes and increasing provider bandwidth by 10% using EPIC.
- Enhanced provider bandwidth by 10% through the compilation and implementation of patient schedules with EPIC software.
- Developed departmental workflows informed by qualitative research on provider and patient needs and constraints.

## EDUCATION

### M.S. in Fashion Design | Drexel University

2018

### B.A. in Anthropology | Georgetown University

2014

## CERTIFICATIONS

### UX Design | School of Visual Concepts | 2022

- Certified in user experience design.