

McKenna Williams

Senior UX Designer · Los Angeles, CA · mckenna.williams7@gmail.com · [linkedin.com/in/mckennawilliams](https://www.linkedin.com/in/mckennawilliams)

Senior UX and service designer with 7+ years in complex, regulated enterprise environments — working at the intersection of user research, service blueprinting, and systems thinking. Drawn to problems where good design isn't a nice-to-have, it's essential for the people depending on it.

EXPERIENCE

Senior User Experience Designer Jul 2026 – Present

Amazon Web Services (AWS) · Los Angeles, CA

- Leading UX strategy and service design across AWS Marketplace and the AWS Partner Network; member of UX review team for new launches and pattern contributions; presents to global Partner & Customer Summits and AWS leadership; facilitates cross-functional internal workshops.

User Experience Designer Apr 2022 – Jul 2026

Amazon Web Services (AWS) · Los Angeles, CA

- Led redesign of AWS Marketplace PDPs — reduced engineering ownership from 6 teams to 1, contributed 5 new UI patterns, and delivered multi-million dollar attributed revenue with +270% conversion improvement.
- Designed and launched AI Agents & Tools category in 90 days — surpassed 1,000 enterprise-ready agentic listings within the first week; contributed to AWS generative AI services reaching a multi-billion dollar run rate, as reported by CEO Andy Jassy.
- Led end-to-end UX research and strategy for seller platform overhaul — 52 participant dual-sided study, AI strategy framework, and prototype that secured top 2026 roadmap priority and dedicated headcount.
- Designed product demo + private offer features for PDPs generating 4x higher quality leads than marketing benchmarks, contributing to 100k+ new enterprise leads across the partner ecosystem.
- Established company-wide pattern contribution process and PDP governance documentation to preserve design methodology post-launch.
- Led UX strategy for US Navy's AWS Marketplace adoption — navigated government regulations to establish process framework; presented at US Defense conference, securing the largest government contract to date.

Digital Marketing Manager Aug 2019 – Apr 2022

Amazon Web Services (AWS) · Seattle, WA

- Managed UX strategy and redesigns for 1,500+ pages across the AWS website — content strategy, SEO improvements, and experience optimization using Adobe CMS.
- Built internal reporting dashboards (Adobe Analytics) and established UX best practices across the AWS Partner Network marketing team.
- Redesigned the AWS Partner Webinar Series experience — cut landing page build times by 73%, reduced employee errors by 72%, and eliminated 3 workflow dependencies.

EDUCATION

UCLA Extension

Certificate in User Experience Design
Sep 2021 – Sep 2022

Gonzaga University

B.B.A., Digital Marketing
2016 – 2019 · Summa Cum Laude · Alpha Kappa Psi

SKILLS & TOOLS

Design

UX/UI design · Service design · Information architecture · Design systems · Prototyping

Research

User interviews · Usability testing · A/B testing · Affinity mapping · Surveying

Strategy

Stakeholder alignment · Design governance · Executive presentations · Roadmap influence

Tools

Figma · Claude Code · Kiro · Mobbin · Adobe Creative Suite · Adobe Analytics · Marketo · Balsamiq · UserTesting.com