Kwabe Fosu

Sr. Experience Designer with 20 years of experience building customer-centered products across mobile, web, and device ecosystems. I'm currently at Amazon Kindle, designing reading experiences across hardware and software; I’m most energized when the problems are complex and the impact is real.

Experience (Abridged)

Amazon

Sr. Experience Designer III (L6)
2021 - Present

Owned end-to-end customer experiences supporting Kindle’s ~100M monthly active readers across the Kindle ecosystem, including Kindle Scribe, e-readers, and mobile apps (iOS, Android, Fire Tablet). Delivered new-to-category software experiences, including the first Kindle with in-book writing with the Kindle Scribe in Q4 2022. Led accessibility design features and launched several features such as darkmode, voice & microphone, and UI size scaling for lo-vision customers across Kindle E-reader devices.

- Designed the in-book writing experience for the Kindle Scribe, impacting millions of new reading customers worldwide.
- Developed North Star visions and led enhancements of core in-book writing tools and experiences. Collaborated closely with product and development teams to deliver a top-tier user experience.
- Delivered scalable UX patterns adopted across Kindle devices and apps, with high focus on accessibility improving design consistency, reducing design debt, and enhancing customer experience for a wider range of customers.

Holonis

Sr. Product Designer
2020 - 2021

Led end-to-end product design for a social commerce platform empowering creators to build, manage, and monetize digital brands. Partnered with engineering, product, and executive stakeholders to translate business strategy into scalable, user-centered product experiences across the full design lifecycle; from discovery and concept through prototyping and delivery.

- Partnered with executive leadership to define product vision and roadmap, aligning design strategy with company OKRs and go-to-market priorities.
- Architected and scaled a unified design system from the ground up, reducing design-to-engineering handoff friction and accelerating team velocity across multiple product surfaces. The system was built of 40+ components, used across 3 product areas.
- Drove feature prioritization by synthesizing user research and business goals, reducing design review cycles from 3 rounds to 1 and accelerating product-market fit.

Skills

Tools

- Figma & Sketch
- Invision
- AI platforms (Kiro, ChatGPT, Gemini)
- Adobe Creative Suite
- Cinema 4D
- JIRA

Core Strengths

- UX Strategy & Product Thinking
- Visual Design & Interface Design
- Interaction Design & Software prototyping
- Accessibility Design
- Usability testing & Contextual Inquiry
- End-to-End Product Design
- Data-Informed Design (Metrics, A/B Testing)
- Coaching/mentoring
- Agile methodology

Education

University of Illinois (Champaign Urbana)

- BFA in Art & Design

University of Washington

- 3DS Max Certification

School of Motion

- Cinema 4D Certification

Contact

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Wondros

Sr. Experience Designer
2019 - 2020

Sr. Experience Designer embeded within the All of Us Research Program at Wondros, bridging National Institue of Health (NIH), Scripps Research Institute, and engineering teams to design intuitive participant experiences for a precision medicine initiative targeting 1 million participants, with 80% from historically underrepresented communities. Designed across iOS, Android, and web spanning the full research consortium.

- Designed and documented end-to-end mobile and web experiences for allofus research program, the primary digital entry points for a program that has enrolled 800,000+ participants, 80% from historically underrepresented groups.
- Conducted mixed-methods UX research to surface participant motivations, behaviors, and barriers, directly shaping product decisions across a multi-stakeholder consortium of research partners, NIH leadership, and engineering teams. Streamlined complex workflows, improving task success rates.

American Specialty Health

Sr. Experience Designer
2017 - 2019

Defined and shaped experience strategy across B2B and B2C product surfaces at one of the nation's largest specialty health organizations, a San Diego-based company contracted with 200+ national health plans including Aetna, Anthem, Cigna, and Health Net.

- Identified and framed experience opportunities across internal products and strategic partnerships, working across disciplines and levels to move from ambiguous problem spaces to concrete, actionable design direction.
- Produced the full range of UX artifacts: design systems, personas, journey maps, and sitemaps, to align stakeholders and communicate design thinking across multi-disciplinary teams.

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