

Kwabe Fosu

I'm a Sr. Experience Designer with 14+ years of experience building customer-centered products across mobile, web, and device ecosystems. Previously a Sr Experience Designer at Amazon Kindle, where I designed reading experiences across hardware and software. I'm most energized when the problems are complex and the impact is real.

Work experience (Abridged)

Amazon

Sr. Experience Designer III (L6)
2021 - 2026

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.

- Led concept development and interaction design for Kindle Scribe's in-book writing and annotation experience, partnering with product, research, and engineering to ship lasso, highlighter, copy & paste, annotation notebook and sticky-note tools for the device's 2022 launch.
- Led accessibility design for Kindle e-readers, delivering dark mode, voice and microphone features, and interface scaling to support customers with low vision and broaden access to reading experiences. 2026 feature launches.
- Developed North Star visions for in-book writing and translated them into feature enhancements with product and engineering partners, guiding the evolution of Kindle's writing tools beyond launch.
- Designed reusable UX patterns adopted across Kindle devices and apps, establishing consistent interactions across the reading ecosystem.

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, Claude)
- 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 embedded within the All of Us Research Program at Wondros, bridging National Institute 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 all of us 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.

Renovate America

Design Director

2013 - 2017

Built and scaled the design function at one of San Diego's most high-profile fintech startups. The company's HERO Program, a public-private PACE financing platform for residential energy efficiency, grew to fund more than \$1 billion in home improvement projects across 50,000+ households in California and was named to the 2015 Global Cleantech 100.

- Built and led a team of 8 designers, overseeing creative direction across websites, interactive presentations, digital campaigns, video content, branding, mobile, and social media, ensuring a consistent and compelling visual identity across all customer touchpoints
- Established design guidelines across all brand properties and partnered with UX, product, and engineering teams to develop and maintain pattern libraries, style guides, and cross-functional design processes, creating the infrastructure for a scalable, consistent design practice.
- Contributed to the creation of Renovate America's consumer protection policy, partnering with municipal stakeholders to drive adoption and developing the marketing materials and communications strategy used to implement and promote the program across local government partners.

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