

Chris Vitas / Selected Work / 2016-2026

Contact me to walk through full case studies and interactive prototypes

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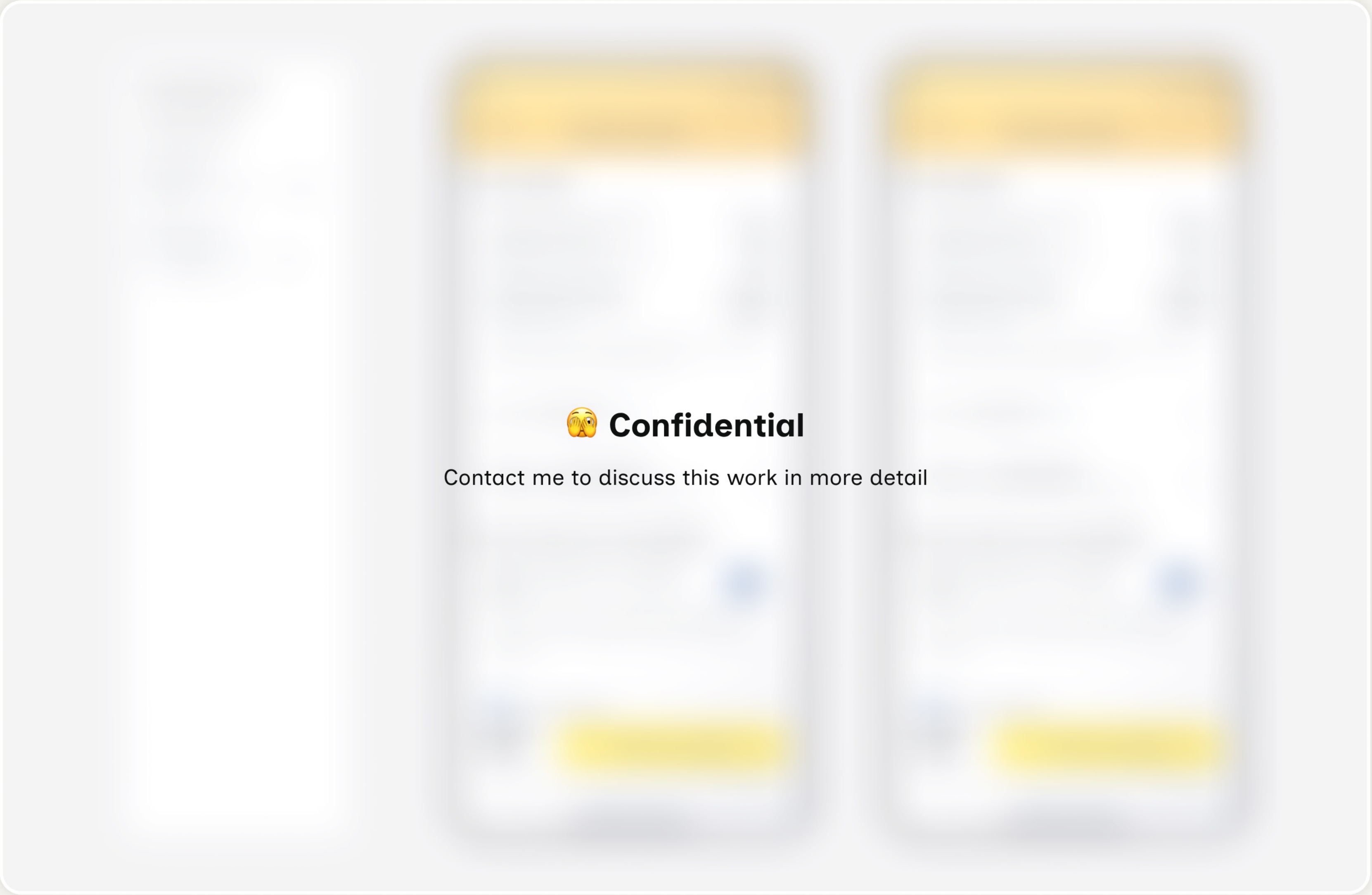
AI Accelerated Design

Over the past 8 months I’ve collaborated with other Amazon designers and technologists to rapidly evolve the state of AI-accelerated design within the retail organization.

IMPACT

- Contributed features and code to a design-led, vibe-coded prototyping tool that evolved into the most-used AI design tool within Amazon retail
- Pioneered AI-assisted prototyping and vibe-coding techniques that drove rapid alignment with internal partners and reduced stakeholder review cycles
- Developed a multi-agent synthesis process for condensing primary research into structured, fact-checked mental models
- Authored over a dozen agent-agnostic skills for productivity, research, concept development, and prototyping

Configurable vibe-coded prototype



Contact me to discuss this work in more detail

Case Study: Location & Fulfillment

In October 2025 I was asked to define a forward-looking vision for how Amazon customers understand and interact with the concept of location throughout the end-to-end shopping journey.

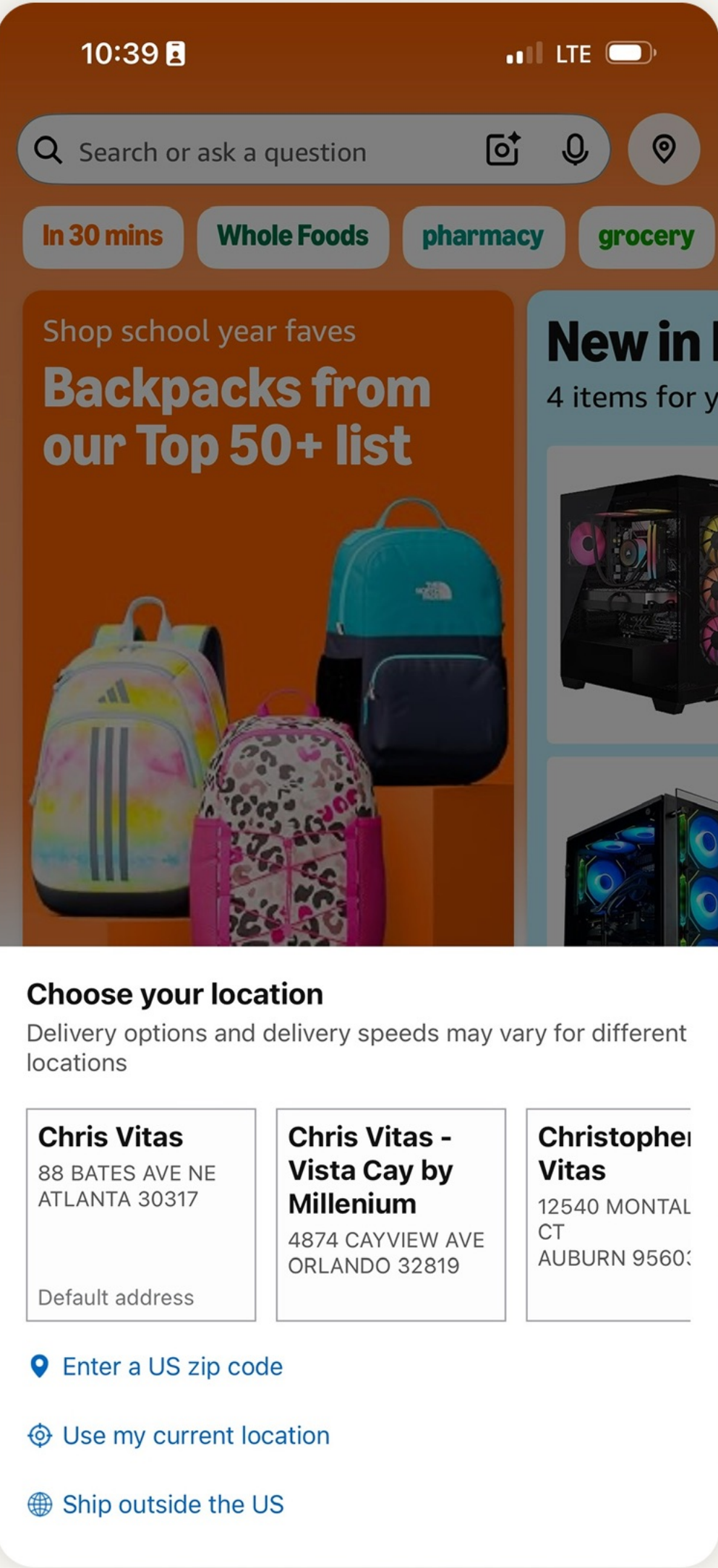
KEY DELIVERABLES

- Agent-indexed knowledge base of related research, documents, and experiment data
- Fulfillment strategy doc
- Design vision deck and vibe-coded prototypes
- Experience roadmap for the next 12-18 months

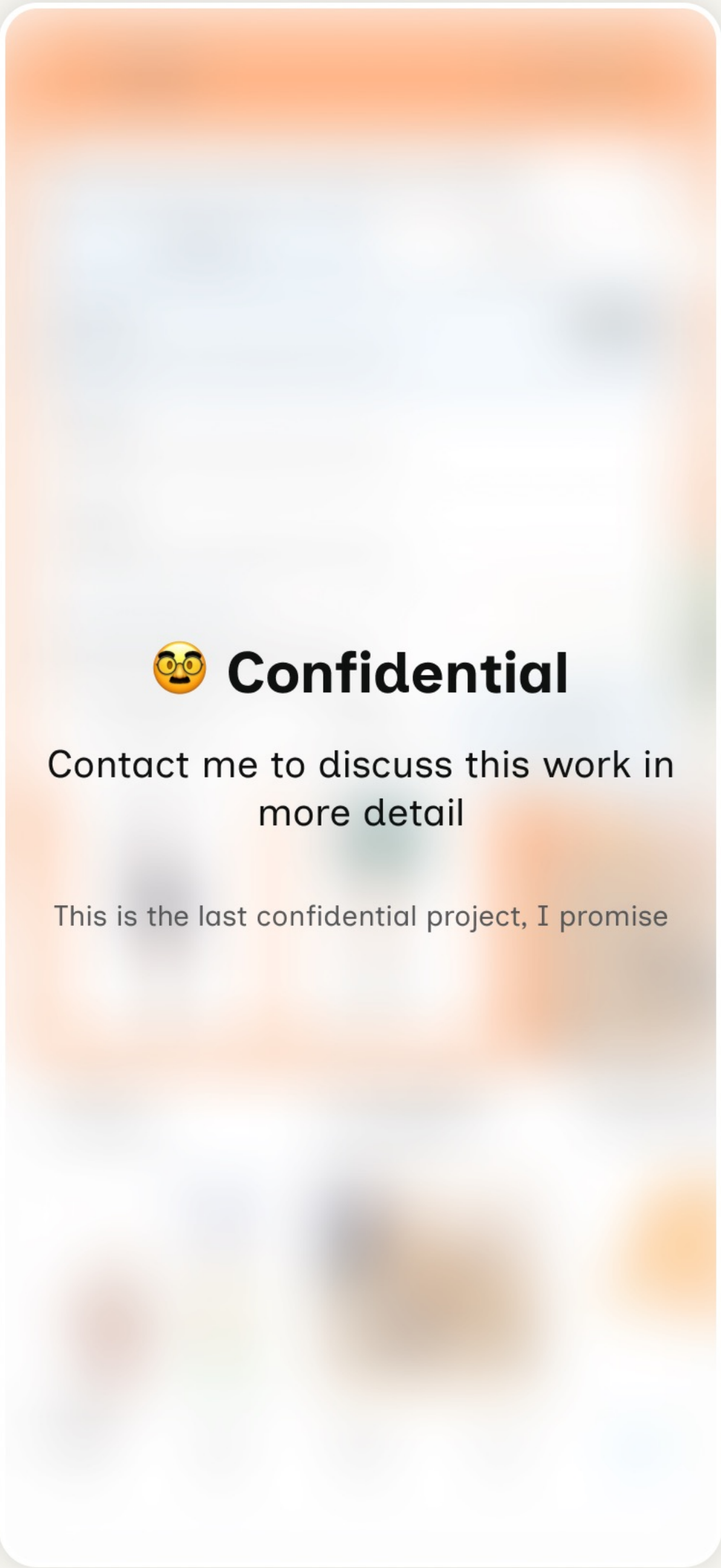
IMPACT

- Established durable tenets and mental models that helped close ongoing disputes with internal partners
- Evolved product strategy to focus on new customer opportunities in addition to ongoing defect reduction
- Aligned location and fulfillment thinking across Shopping organizations, influencing ongoing vision work and experimentation roadmaps

Location selection today



Location vision vibe-coded prototype



Case Study: Customer Identity

In 2022 I began leading design efforts across Retail, Devices, and Entertainment to unify how Amazon customers identify themselves, personalize their experiences, and share content and benefits with the people they care about.

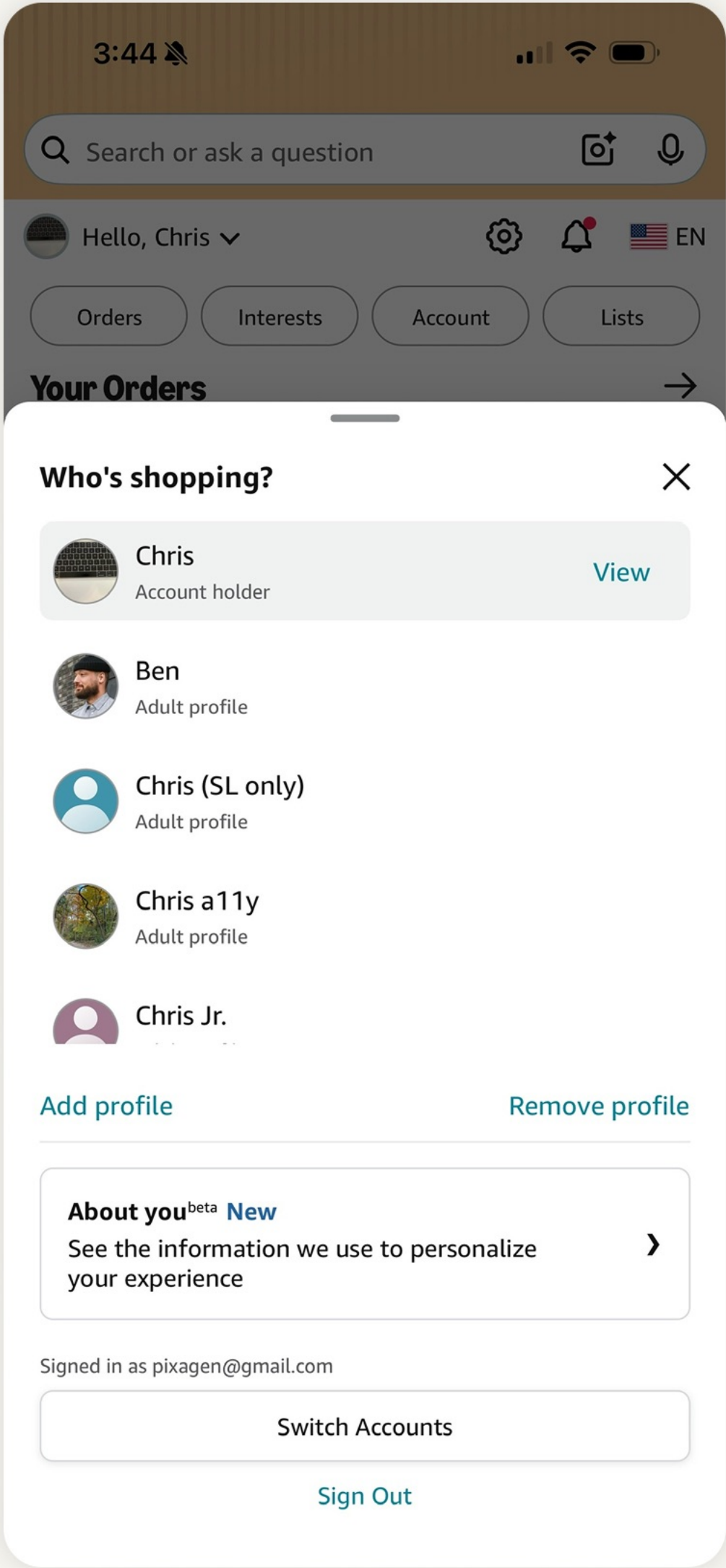
KEY LAUNCHES & DELIVERABLES

- Shopping Profiles
- Amazon Family
- Unified Identity vision and foundational experiments

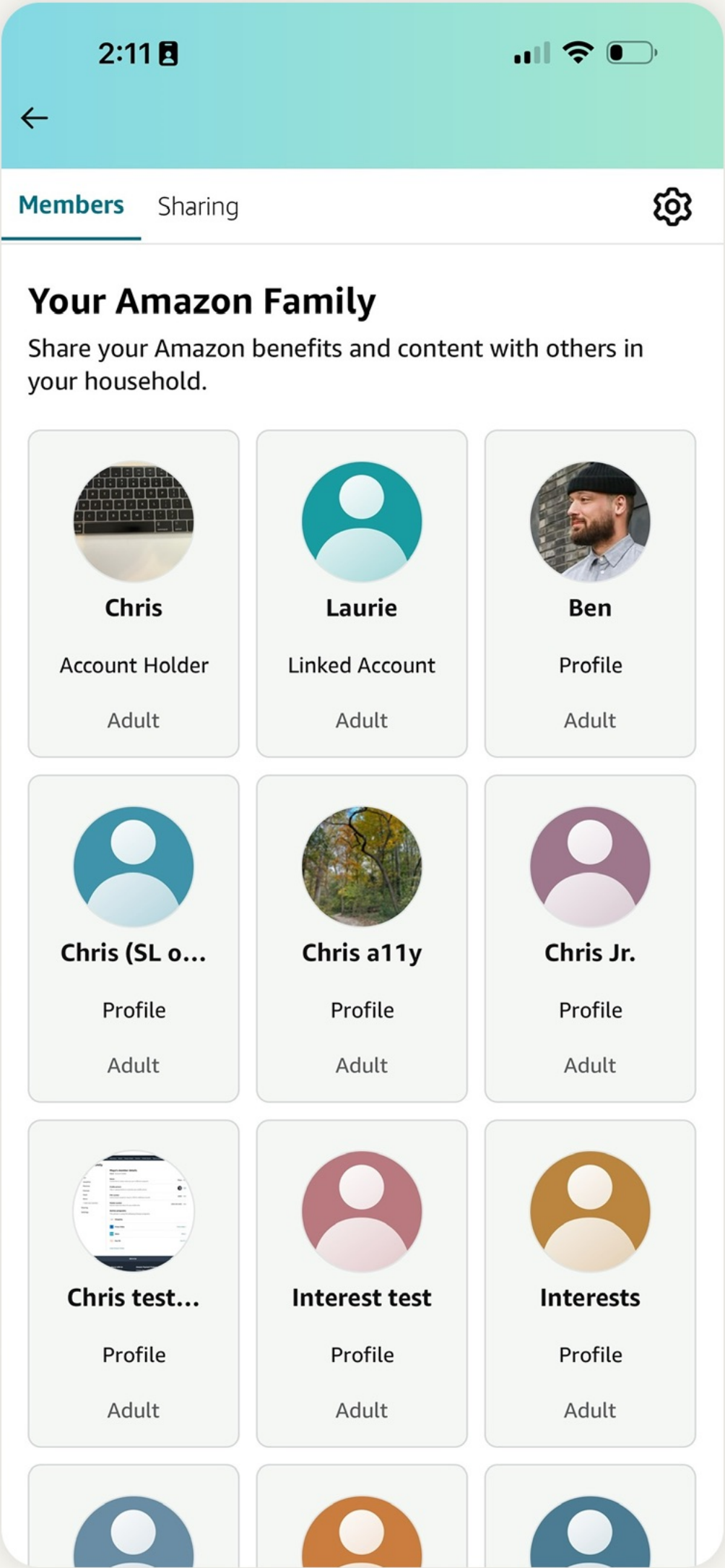
IMPACT

- Introduced individualized personalization to tens of millions of retail customers
- Led the rebrand and relaunch of Family sharing, drove the expansion of benefit sharing from 2 to 6 accounts, and scaled the experience for worldwide expansion
- Aligned Amazon Retail, Device, and Entertainment teams to a single design vision for unifying customer identity, informing a multi-year strategic roadmap
- Successfully led design for 5 completed S-Team or Flagship goals

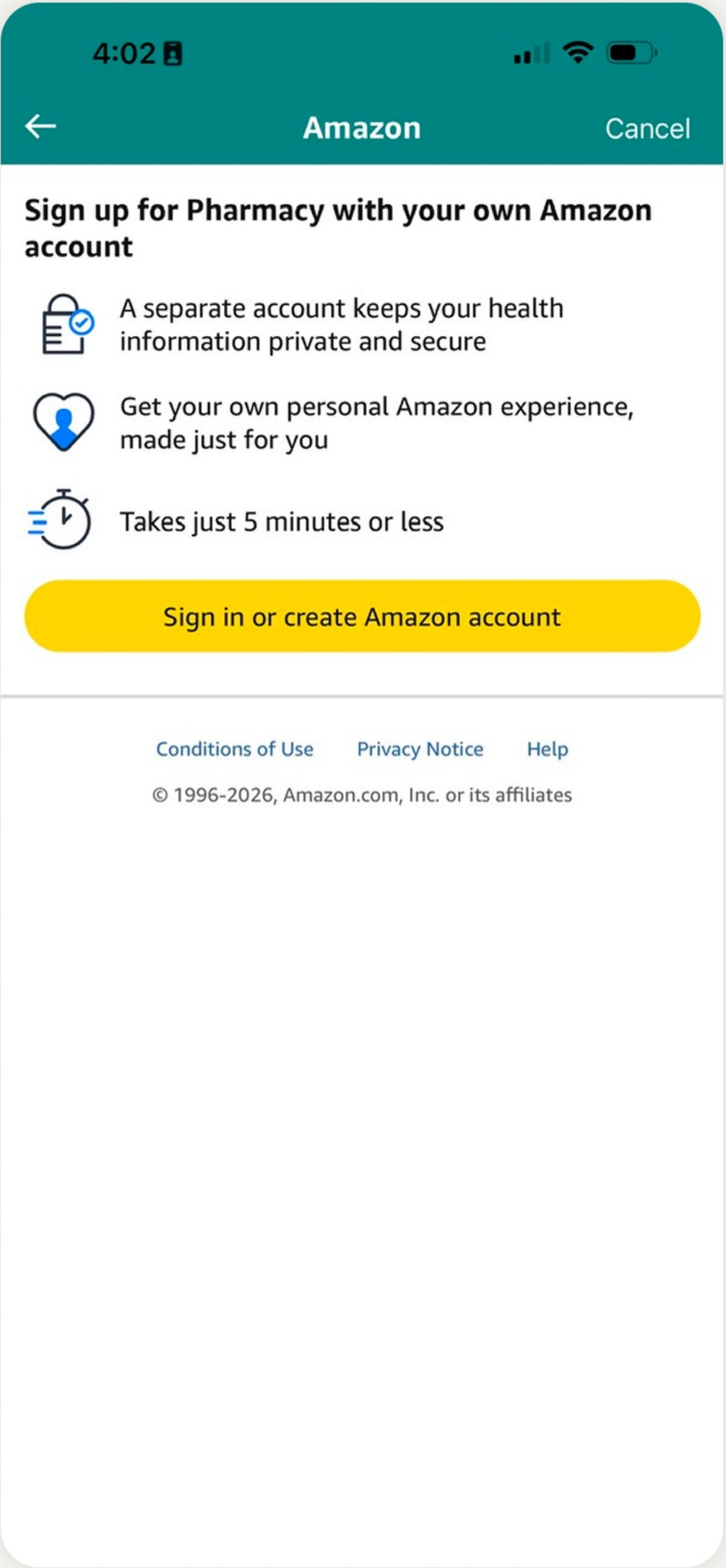
Shopping Profiles



Amazon Family



Unified Identity



Shopping Profiles

PROBLEM

Shopping personalization was failing for customers who share an account with someone else, and cross-Amazon profile usage suffered due to inconsistent implementation, representation, and management.

GOAL

Launch profile creation, usage, and management for Amazon retail, and drive cross-organizational alignment around a single vision for Amazon customer profiles.

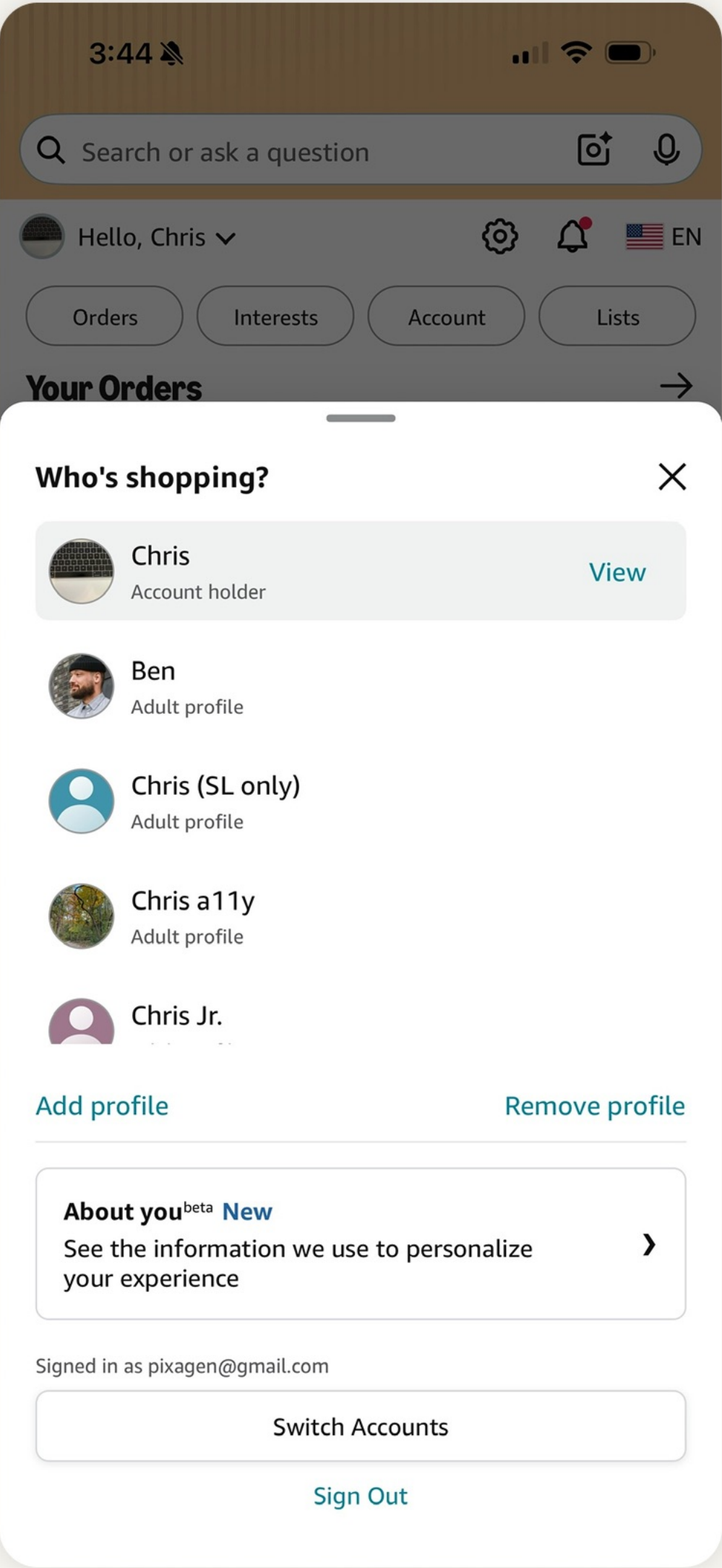
MY ROLE

Sr. UX Designer, led design for Shopping Profiles and profile-based personalization

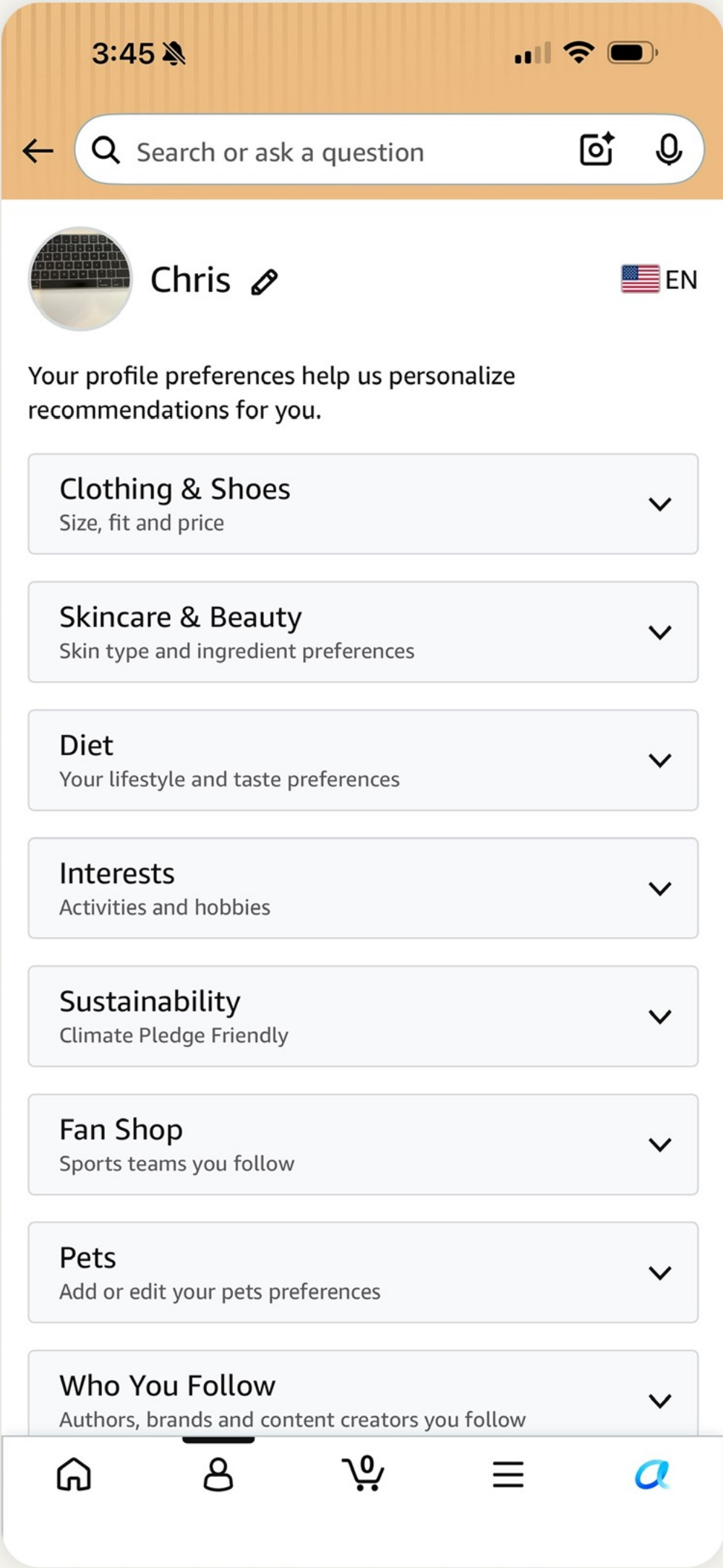
IMPACT

- Launched profile creation and management experiences, bringing individual personalization to tens of millions of retail customers with 2x growth YoY
- Standardized the creation and representation of profiles across Shopping, Health, Devices, and Entertainment
- Developed original design vision for a durable, unified Amazon customer identity

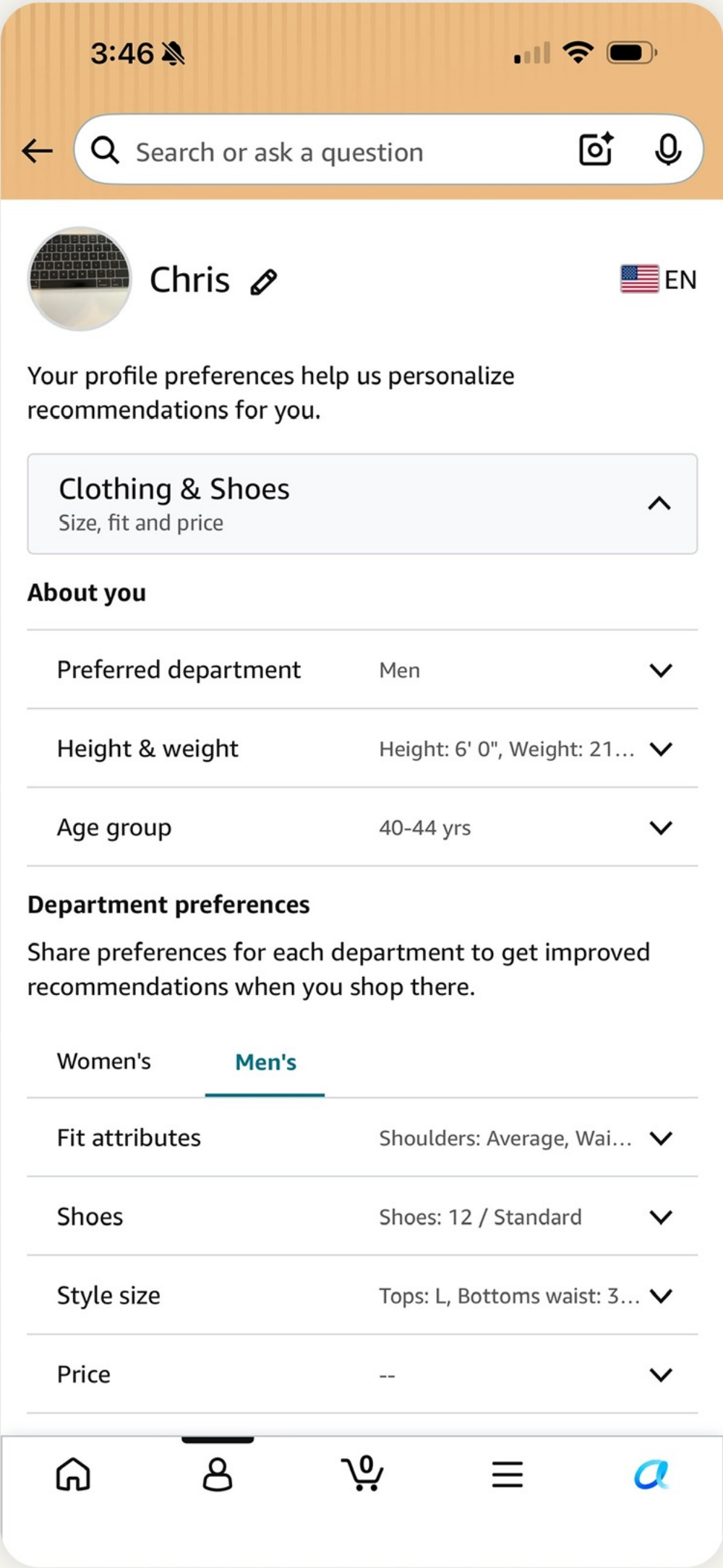
Profile switching and creation



Profile management



Preference management



Amazon Family

PROBLEM

Confusion around how, where, what, and with whom Amazon content or benefits can be shared was driving a lack of sharing engagement from both customers and internal businesses.

GOAL

Launch a single destination for content and benefit sharing that makes it easy for customers to share with the people they care about, and simplifies onboarding and support for internal teams.

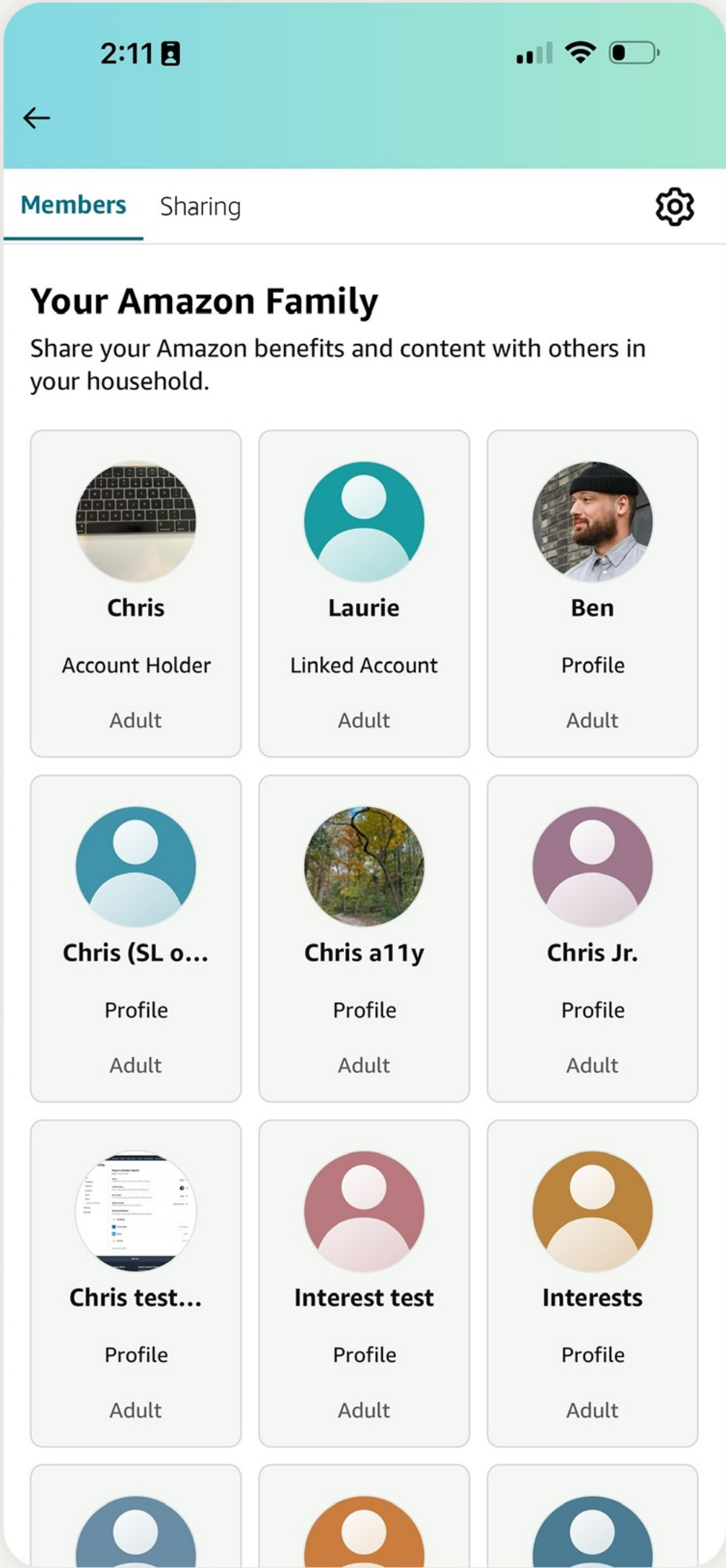
MY ROLE

Principal UX Designer, led design for Amazon Family, customer sharing, and sharing integration

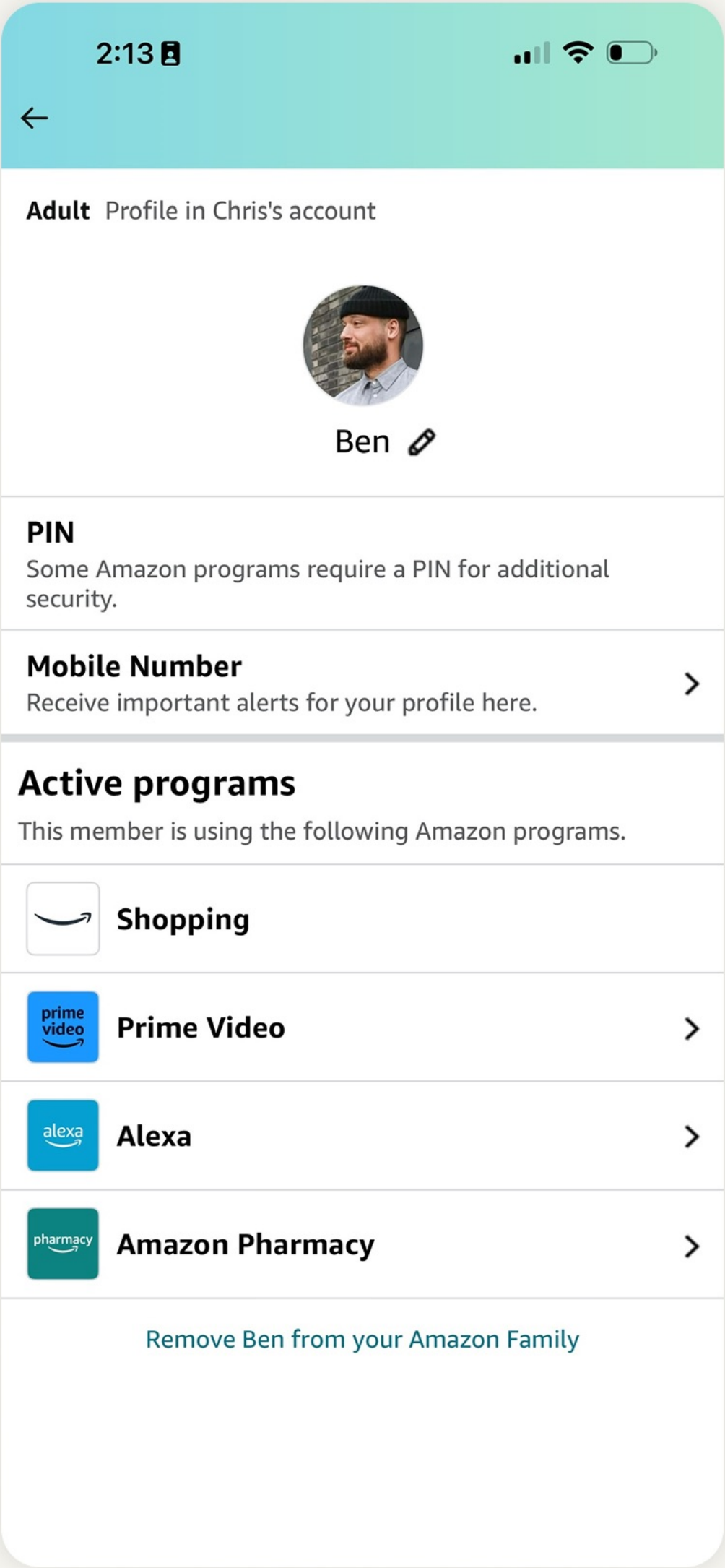
IMPACT

- Led successful rebrand of Amazon Household to Amazon Family
- Redesigned the Amazon Family experience, doubling the onboarding success rate, and scaling support from 2 to 15 countries
- Drove alignment around my design vision for unified identity across Shopping, Health, Devices, Entertainment, and Prime

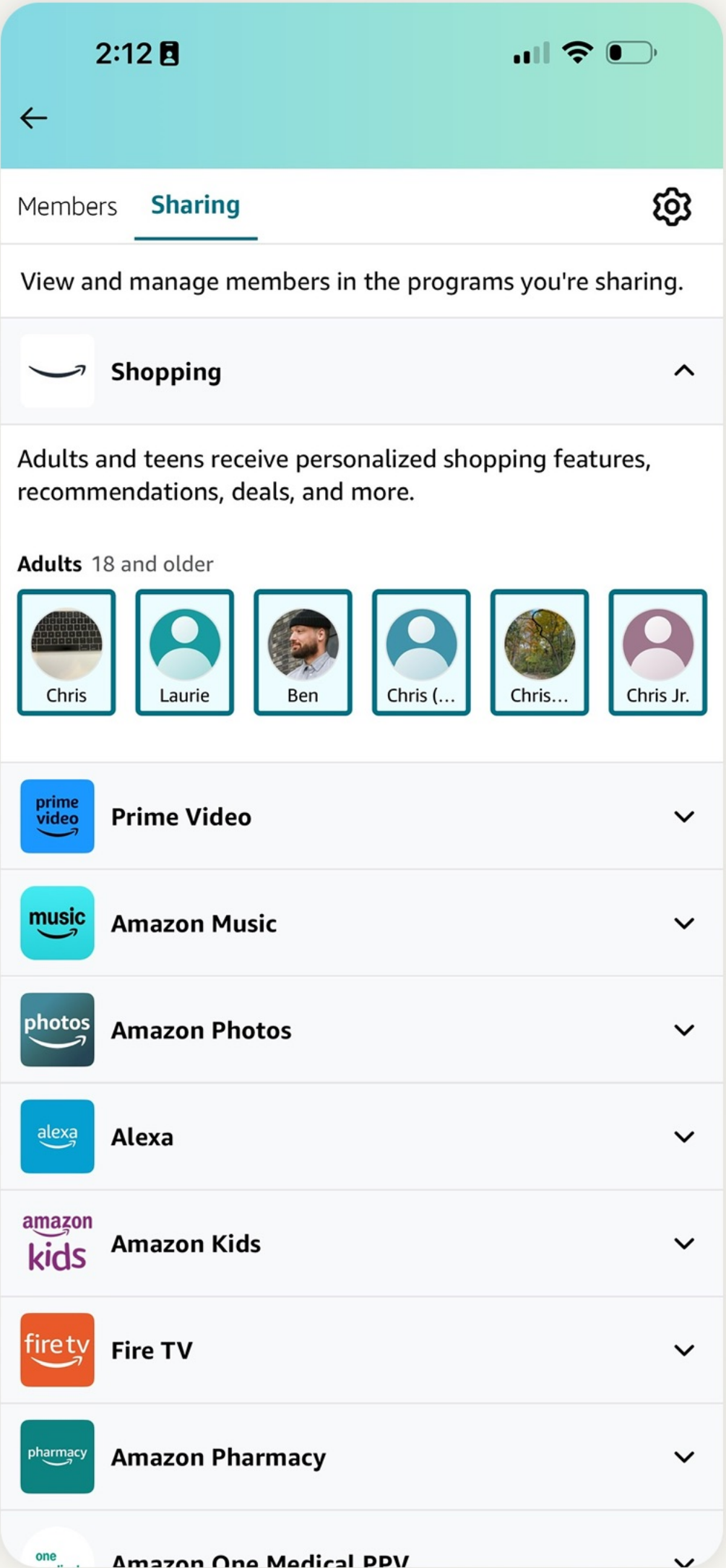
Amazon Family



Member details



Benefit sharing



Unified Identity

PROBLEM

The fractured state of customer identity at Amazon forced customers to make tradeoffs between privacy, autonomy, and personalization in order to get the most out of their experience.

GOAL

Launch a unified identity construct that allows customers to use a single identity to access, share, and manage the products, benefits, and content they’re entitled to for the duration of their relationship with Amazon.

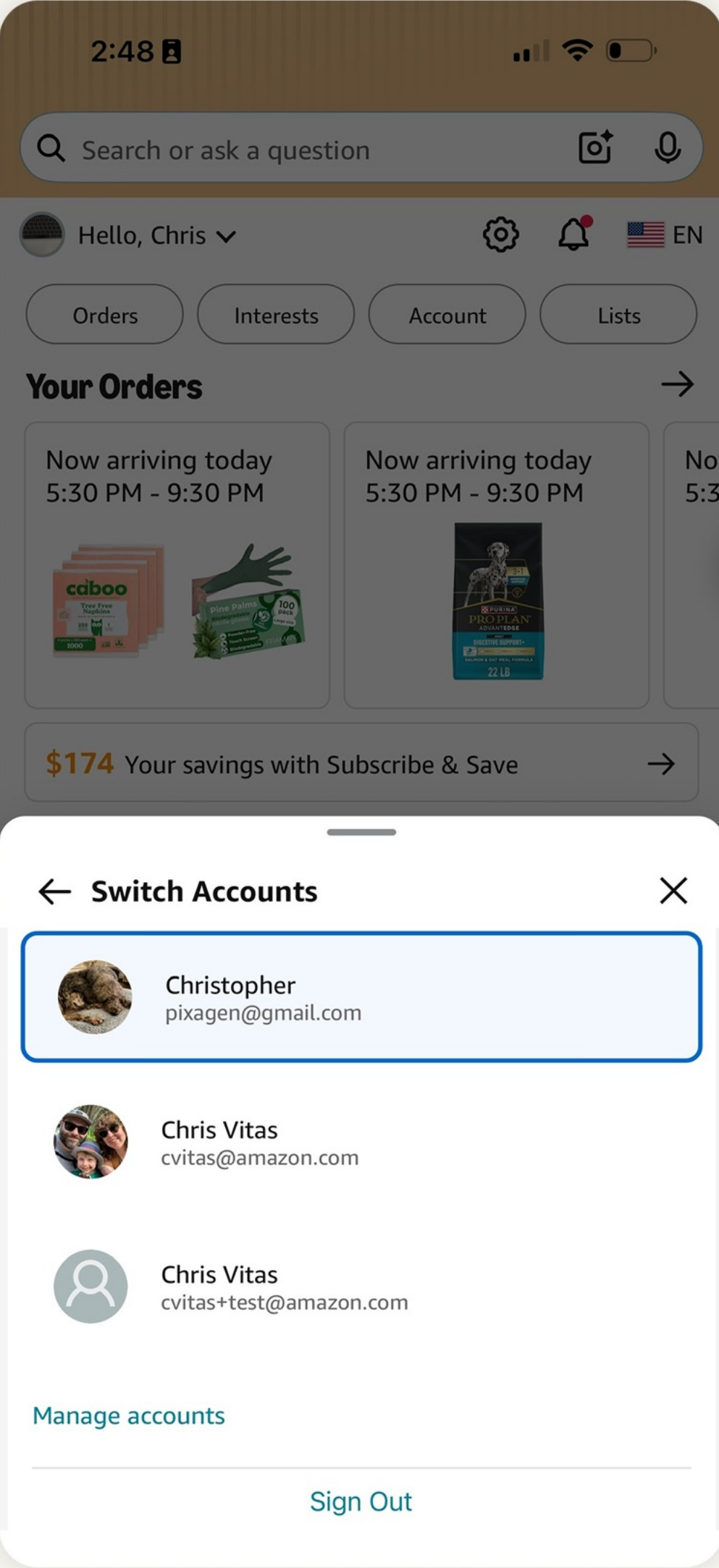
MY ROLE

Principal UX Designer, led design for unified identity across Shopping, Health, Devices, Entertainment, and Prime

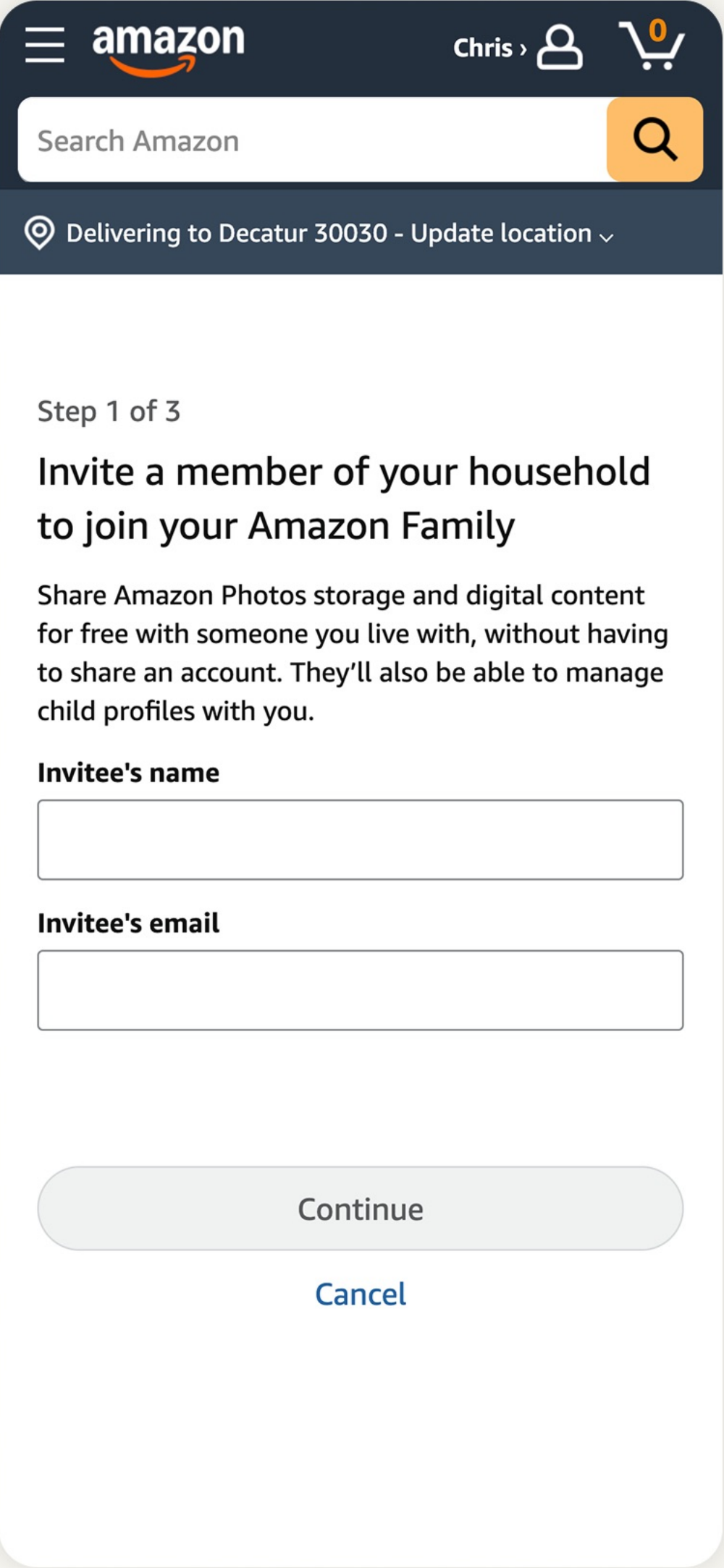
IMPACT

- Drove Amazon-wide executive alignment on my design vision for unified customer identity
- Collaborated with strategic partners like Prime and Pharmacy to launch foundational experiences including identity creation, switching, linking, and migration
- Worked across organizations to develop a multi-year experimentation and release roadmap

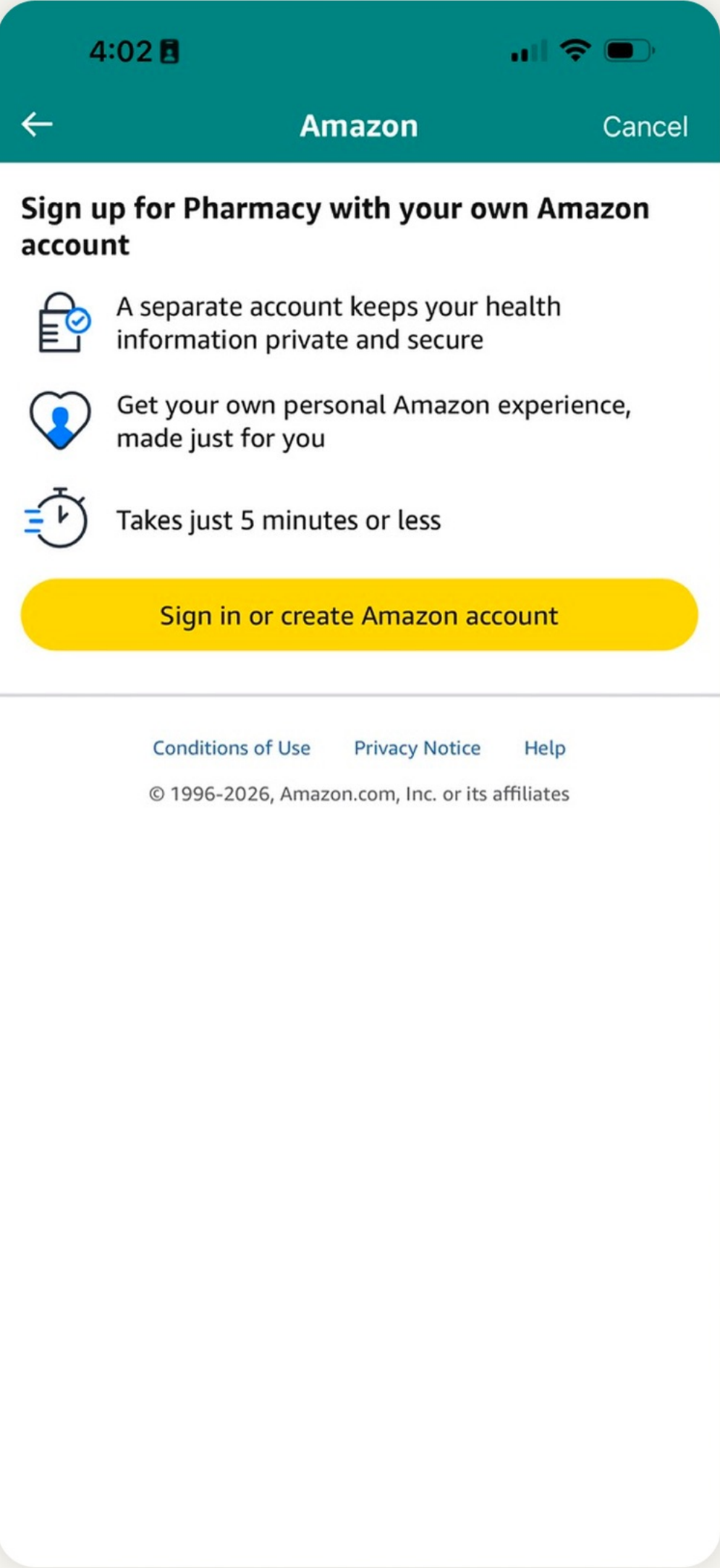
Identity switching



Identity linking



Profile-to-account identity migration



Case Study: Mobile Shopping

Between Nov 2016 and Aug 2022 I was the lead systems designer and experience authority for the Amazon Shopping mobile app for iOS and Android. I guided foundational app architecture, developed new platform capabilities, and operated a company-wide mobile design consultancy.

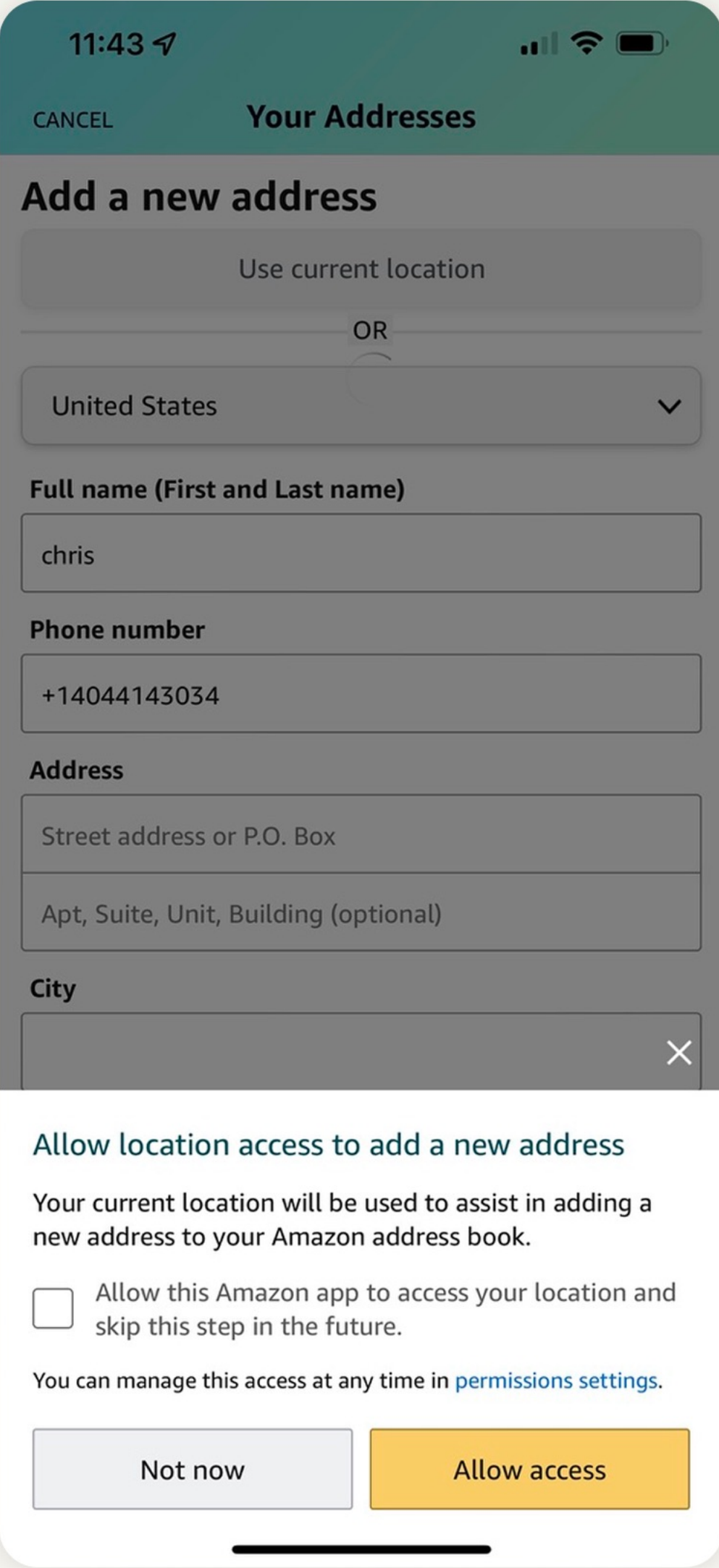
KEY LAUNCHES & DELIVERABLES

- Feature-level permission service
- Bottom navigation redesign
- “Store Modes” immersive shopping framework
- Mobile Shopping CX office hours

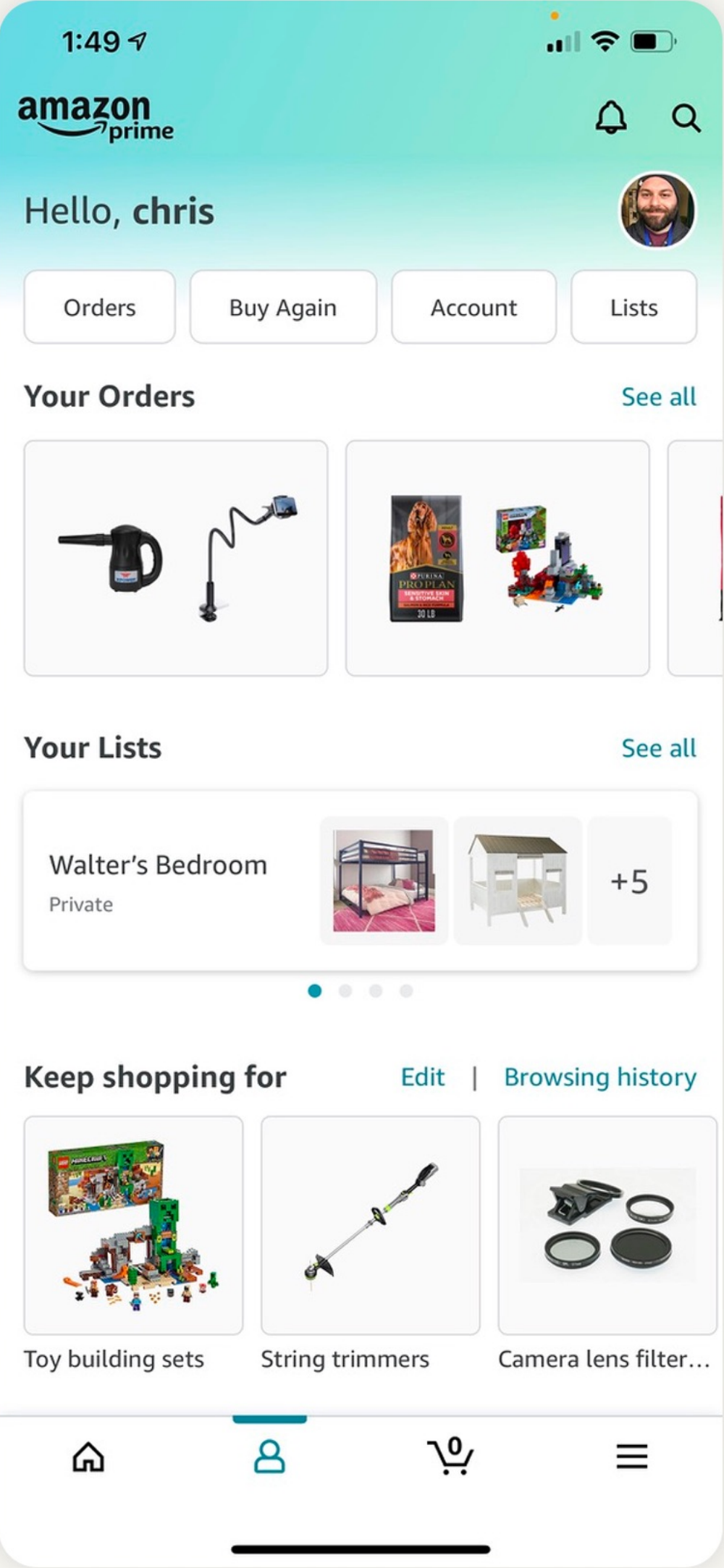
IMPACT

- Conceptualized, designed, and launched a first-of-its-kind feature-level permission service that sees 90%+ acceptance rates across over 83M monthly requests
- Led interaction design for the bottom navigation launch, driving increased engagement for all core shopping destinations
- Conceptualized, designed, and launched the “Store Modes” immersive shopping framework that supports strategic Amazon programs like Pharmacy, Haul, and all of Grocery
- Provided bar-raising mobile experience feedback to over 100 partner teams from around the world

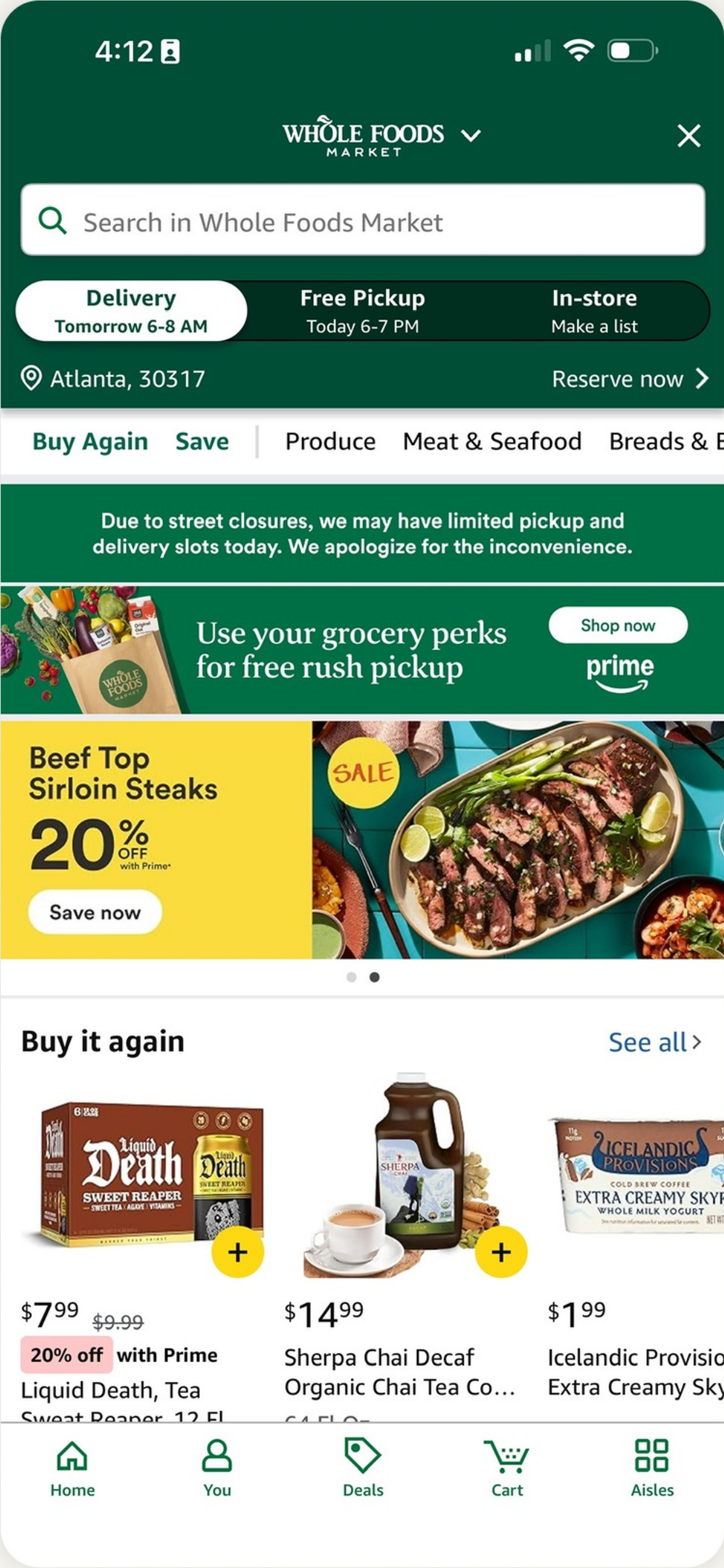
Feature-level permissions



Bottom navigation



Store Modes



Feature-level Permissions

PROBLEM

Most customers weren’t engaging with new Amazon Shopping app features due to confusing permissions requests, and customers that did grant permission expressed alarm over how their device features were being used.

GOAL

Launch a permission service for the app that protects customer trust by helping them make informed devisions about device permissions, and standardizes how partner teams request and make use of those permissions

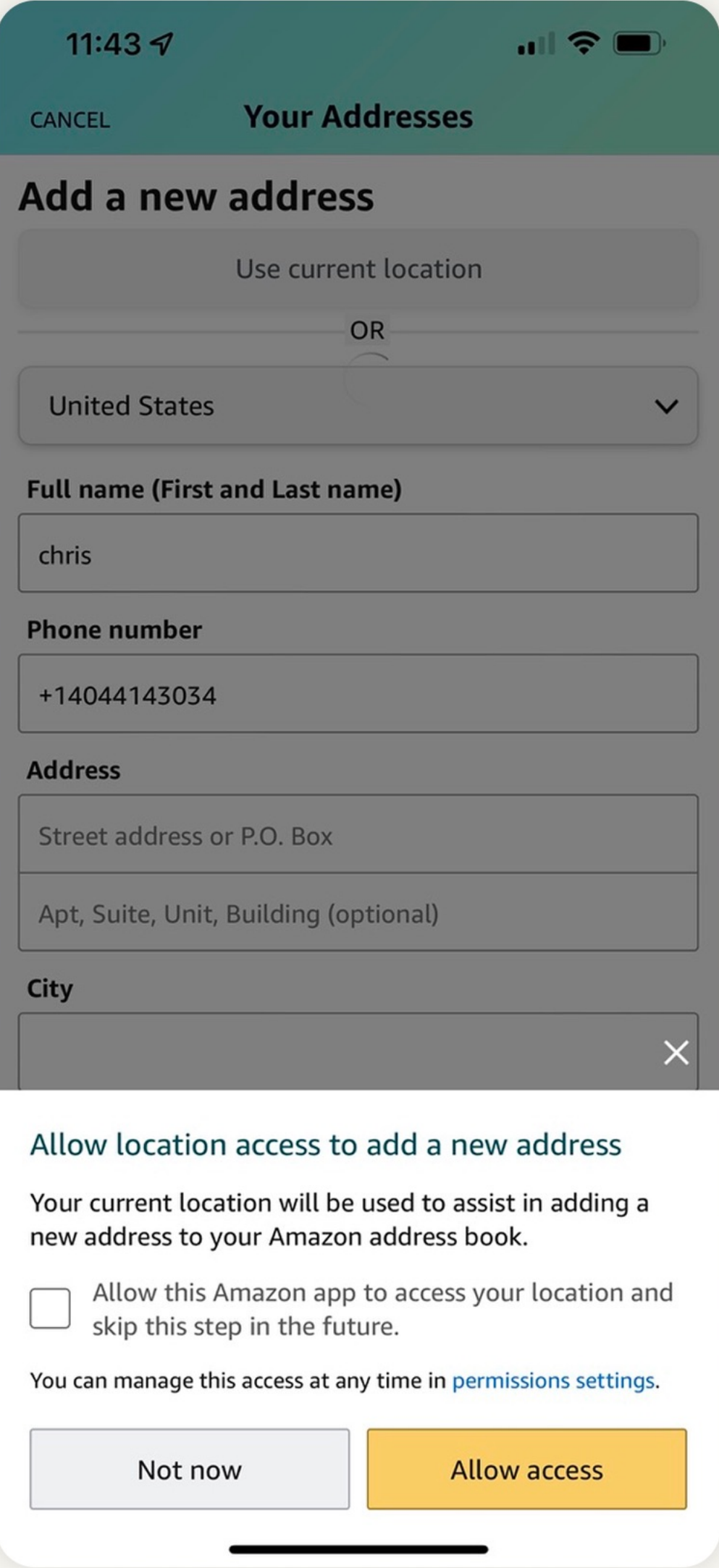
MY ROLE

Sr. UX Designer, owned research, product definition, end-to-end design, user testing, partner outreach, reporting, and documentation

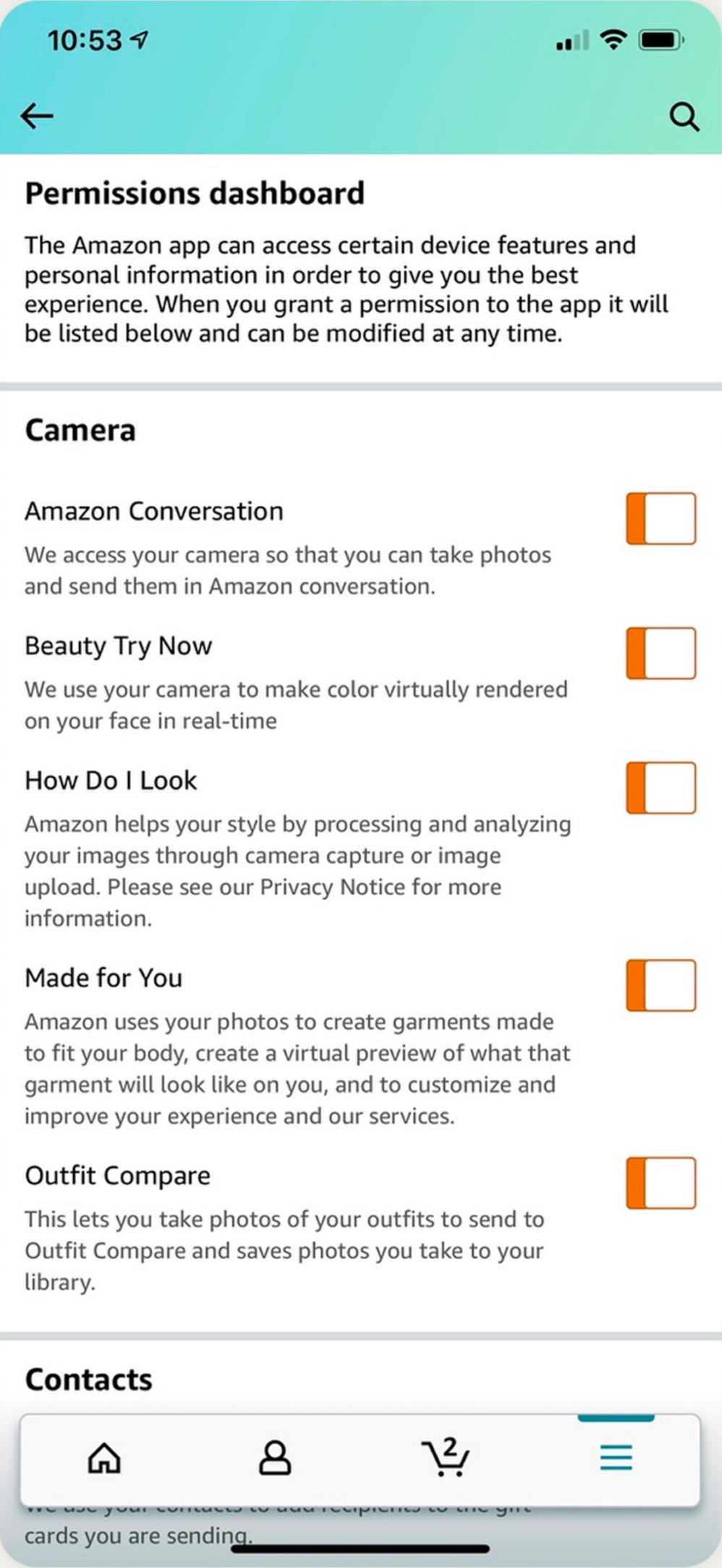
IMPACT

- Leveraged original research and data to convince leadership that privacy controls were both a product differentiator and driver of customer trust
- Drove app-wide adoption with partner teams, increasing average permission acceptance rates from below 25% to over 95% (currently 90%+ across 83M monthly requests)
- Developed reporting and flagging mechanisms to ensure partner teams were holding a high bar for how they request permission

In-flight permission request



Permission management dashboard



Bottom Navigation

PROBLEM

The Amazon Shopping app navigation had become bloated and difficult to navigate, confusing customers and stifling internal teams’ ability to innovate.

GOAL

Re-architect the app’s navigation to reduce customer confusion, simplify access to key features, and establish new surfaces for innovation.

MY ROLE

Sr. UX Designer, led UX and interaction design as part of a 6-person team of designers, art directors, and design technologists.

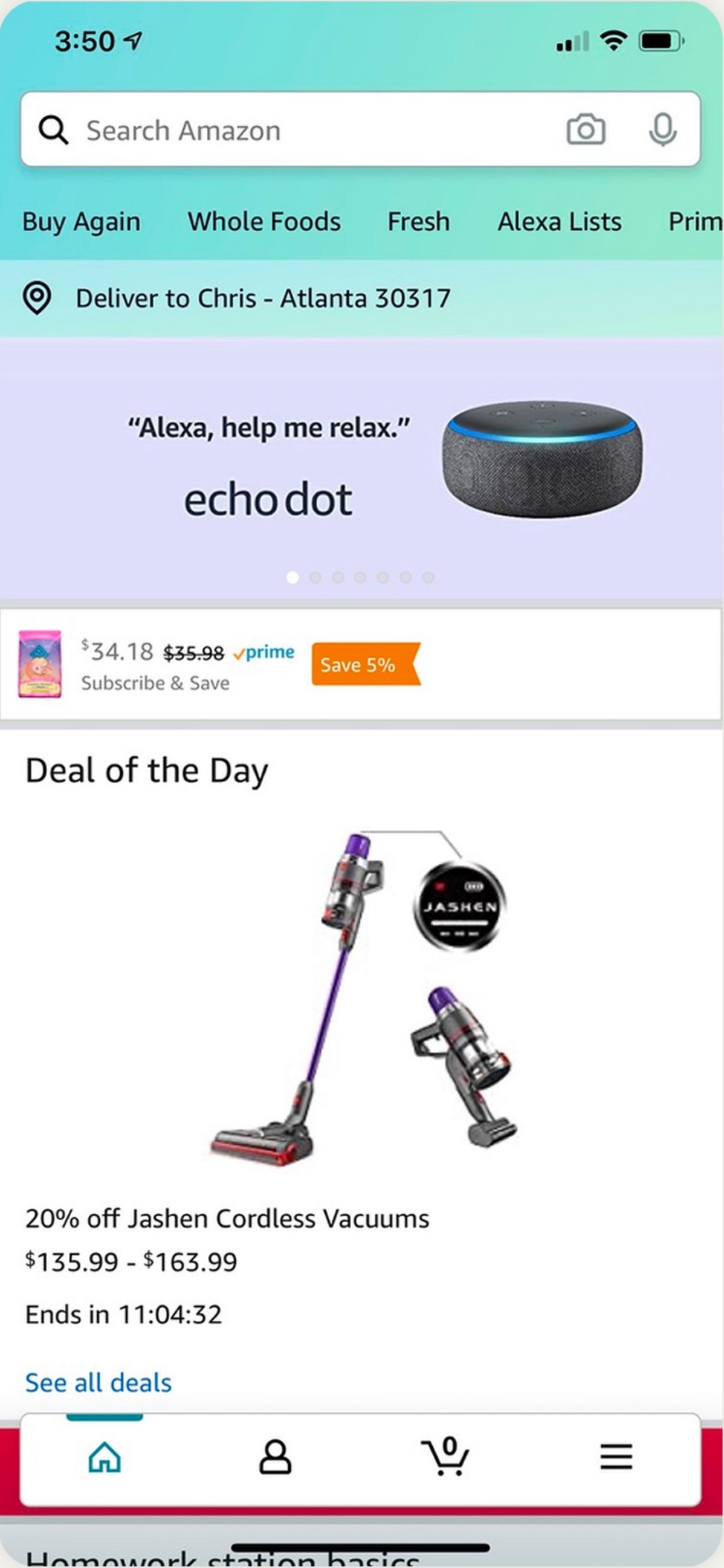
IMPACT

- Produced key initial experiment findings and research data that led to leadership buy-in
- Used interactive prototypes to drive resolution of critical interaction debates between design, product, and engineering, unblocking development
- Defined key interaction models for bottom navigation, the Menu tab, and Store Modes

Early Amazon.cn experiment



Bottom navigation launch experience



Final bottom navigation experience



Store Modes

PROBLEM

Static navigation and rigid design guidelines were limiting the growth of new strategic programs in the Amazon Shopping app

GOAL

Define a framework for immersive shopping experiences that help customers scope their selection, meet thresholds, and access experience-specific features

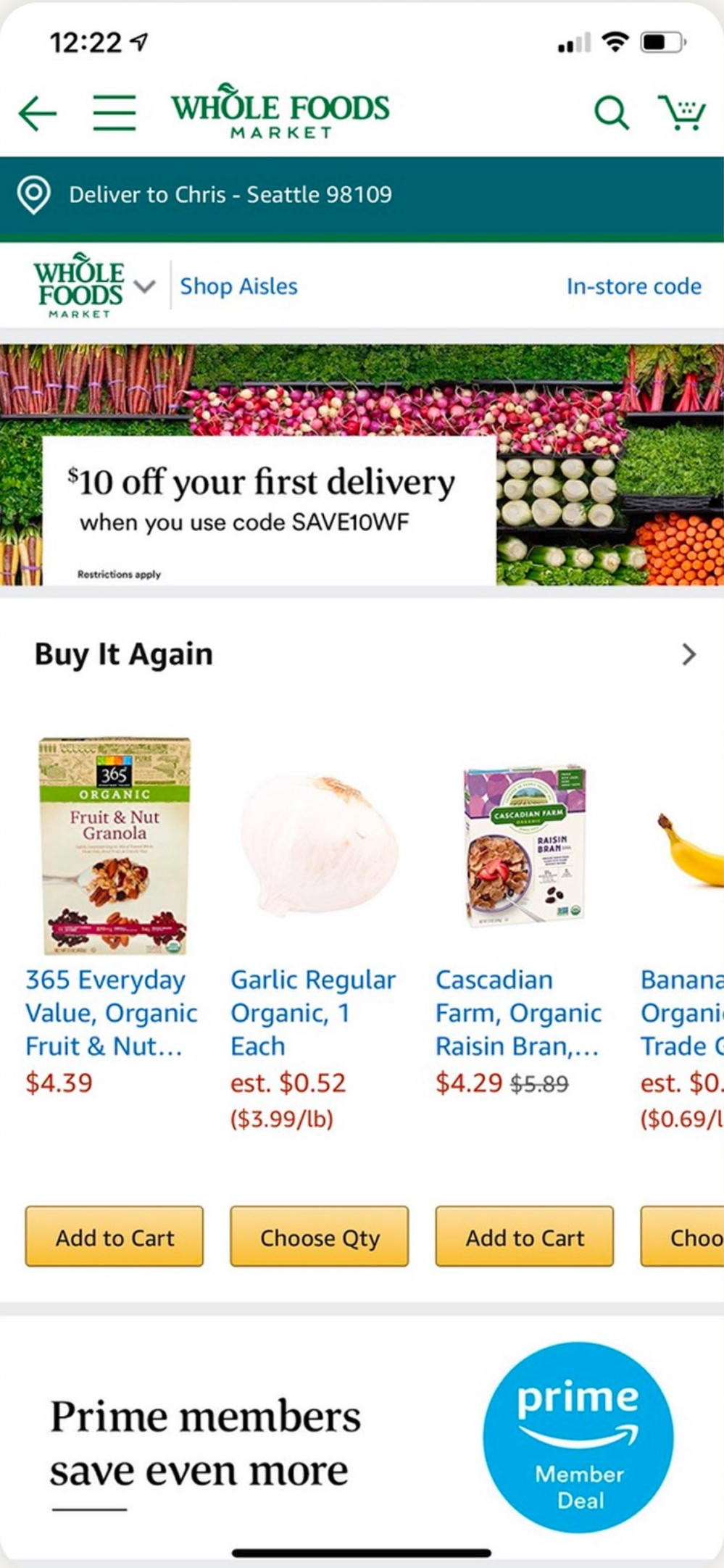
MY ROLE

Sr. UX Designer, led product definition, research, UX, roadmap planning, partner outreach, and feature development

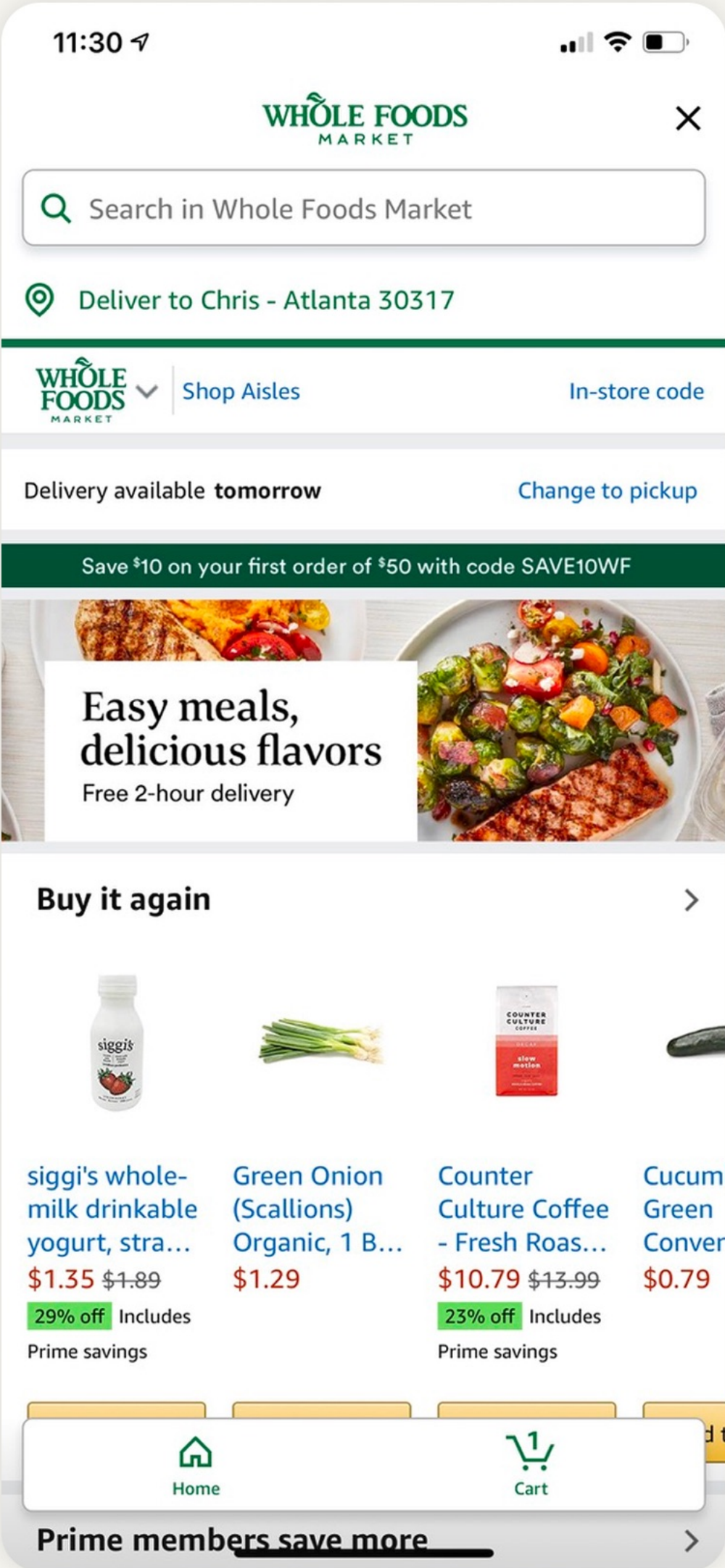
IMPACT

- Challenged and evolved core retail design guidelines through original research and experimentation
- Owned product definition, design, partner relationships, and release roadmap through the initial launch
- Created a scalable UI framework that allows partners to pick and choose the components they want to use, backed by centralized UX guidelines and Figma libraries still in use today
- Drove an immediate 2% increase in grocery profit for Fresh and Whole Foods

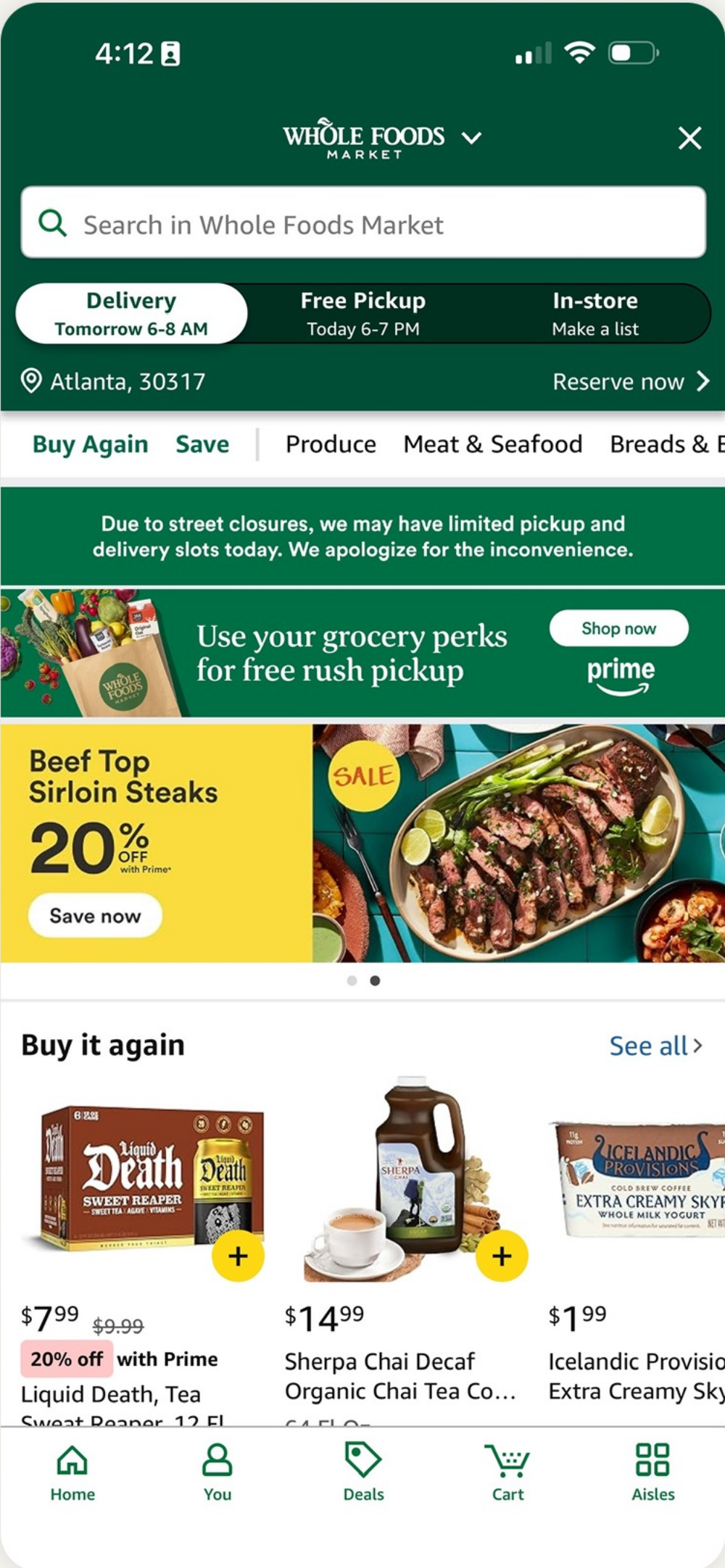
Initial branded Whole Foods experience



Whole Foods store mode launch experience



Whole Foods store mode today



 **Thanks**

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