

Chris Vitas

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Principal UX Designer with 20+ years of experience, specializing in large-scale system design, mobile app architecture, and cross-organizational experience strategy. Synthesizes research, organizational complexity, and strategic ambiguity into the frameworks, mental models, and systems that teams build on for years.

EXPERIENCE

Principal UX Designer — Amazon Shopping

Aug 2022–Jun 2026

Amazon | Atlanta, GA (Remote)

Led customer experience vision, strategy, and design for store-wide initiatives, including customer identity, family sharing, and location. Operated across the full retail platform, collaborating and building alignment with strategic Shopping partners like Prime, Alexa, and Health. Synthesized primary user research into actionable mental models, authored foundational frameworks, and presented to senior Amazon leadership, successfully delivering 5 CEO-level goals, and setting design direction for multi-year, cross-organizational initiatives.

Key launches & initiatives

- **AI-Accelerated Design (2025–2026)** Pioneered AI-assisted design practices across Amazon Shopping, inventing configurable prototypes that replaced multi-variant review cycles with live stakeholder interaction, and a multi-agent synthesis process that compresses primary research into structured, fact-checked mental models. Authored over a dozen agent-agnostic skills for productivity, research, concept development, and prototyping.
- **Location & Fulfillment Vision (2025–2026)** Authored an experience vision for how fulfillment location, method, and speed should be communicated and managed throughout the shopping journey. Leveraged AI to synthesize over 40 research studies and experiments into a novel confidence-based mental model, and built cross-organizational alignment through rapid AI-assisted prototyping and A/B testing.
- **Unified Customer Identity (2024–2025)** Led design for an Amazon-wide initiative to unify customer identity across organizations. Drew on original research, wireframing, and customer data to define mental models and design patterns for identity creation, migration, and management, and successfully achieved strategic alignment across 20+ partner teams.
- **Amazon Family (2023–2024)** Led an initiative to merge multiple, siloed platforms into a single destination for managing identity, personal relationships, and benefit sharing across Amazon. Doubled engagement through improved onboarding and simplified sharing requirements, unblocking the expansion of Prime benefit sharing from 2 to 15+ countries.
- **Shopping Profiles (2022–2023)** Established the conceptual model, foundational UX patterns, and key experiences for profile-based shopping, bringing individual personalization to millions of customers sharing accounts and driving 2x growth year-over-year. Elevated the conversation from profile-based to identity-based thinking, creating a strategic vision for a unified customer identity.

Senior UX Designer — Mobile Shopping

Nov 2016–Aug 2022

Amazon | Seattle, WA / Atlanta, GA (Remote since Oct 2017)

Acted as the lead systems designer and experience authority for the Amazon Shopping mobile app; guided foundational app architecture, developed new platform capabilities, and operated a company-wide mobile design consultancy. Operated across navigation, browse, privacy, identity services, and deployment, influencing app architecture and partner integration.

Key launches & initiatives

- **Store Modes (2018–2022)** Invented Store Modes: “app-within-an-app” experiences that enable customers to shop and engage with unique programs like Fresh, Whole Foods, and Amazon Pay. Evangelized across business lines, managed org-wide roll-out, delivered 18 launched store modes, and generated a 1.97% increase in grocery profitability.
- **Navigation Architecture (2018–2020)** Led the interaction model for Amazon Shopping’s move to bottom tab navigation. Conducted competitive and platform analysis and ran usability studies that drove key decisions around navigation placement, destinations, and back-stack persistence. Unlocked new strategic surfaces like Store Modes

and the “Me” Tab, the second-most visited page in the app.

- **Feature-Level Permissions** (2017–2020) Architected a first-of-its-kind centralized, granular permissions system that gives customers per-feature control over all device permission types. Leveraged original research and survey data to convince senior leadership that privacy controls were a product differentiator, driving app-wide adoption and increasing permission acceptance rates from ~25% to 95%.
- **Mobile UX Office Hours** (2017–2022) Hosted a weekly internal design consultancy for Amazon teams integrating features into the Amazon Shopping app. Recognized org-wide as the authoritative mobile shopping expert, providing bar-raising feedback to 100+ partner teams from around the world.
- **App Store Feedback Program** (2020) Surfaced a widespread app-start crash invisible to internal logs through independent App Store review monitoring. Built the business case for both a formal monitoring program and prioritizing app store rating improvement, and partnered with marketing and customer service to launch ongoing monitoring solutions used by thousands of internal users.

Senior UX Designer — Amazon Photos & Cloud Drive

Aug 2013–Nov 2016

Amazon | Seattle, WA

Launched consumer cloud photo and file management experiences across web, mobile, desktop, and Amazon first-party devices. Led UX for a ground-up redesign of Prime Photos, defined core experiences for search and family sharing, and managed a team of designers and front-end developers through multiple product launches and leadership transitions.

Key launches & initiatives

- **Prime Photos** (2016) Led end-to-end design across web, iOS, Android, and Amazon Fire devices for the Prime Photos launch. Defined marquee features including Family Vault, People, Places, and Search. Oversaw both an outside agency and internal design team through concept to execution.
- **Amazon Drive** (2015) Created the UX and UI for Amazon’s consumer cloud file management app. Utilized customer feedback and research to drive rapid post-launch improvements across clients for web, iOS, Android, Windows, and Mac.
- **Fire Phone Photos** (2014) Owned the end-to-end Photos experience for Fire Phone, including novel, patented features like lenticular captures and Best Shot. Presented regularly to CEO and executive leadership across a multi-team launch.

EARLIER EXPERIENCE

UX Designer | Turner Sports | Atlanta, GA | 2011–2013 Handled day-to-day creative needs across Marketing, Sales, and Editorial; art-directed designers; produced wireframes, mockups, and functional prototypes across web and interactive products.

Interactive Designer | IQ Interactive | Atlanta, GA | 2010–2011 Key creative team contributor on Johnson & Johnson properties; produced detailed design comps and touch interface concepts.

Senior Interactive Designer | Forge Media + Design | Toronto, ON | 2009–2010 Led design and front-end development; primary point of contact on Apple Canada account; instituted studio-wide project management system.

Interactive Designer | Brightcove | Boston, MA | 2008 Conceptualized sites and video players for clients including Sun Microsystems, Virgin, and Condé Nast as part of the Professional Services team.

SKILLS & TOOLS

Core Competencies: UX Systems Design, Mobile App Architecture, Customer Experience Strategy & Vision, Information Architecture, 0-to-1 Product Design, User Research & Synthesis, Usability Testing, Design Systems, Cross-Functional Alignment, Stakeholder Management, Executive Communication, Mentorship & Design Leadership

AI Tools & Methods: Vibe-coding / Prototyping, Concept Ideation & Development, Document Writing, Research Synthesis, Claude (CLI / Cowork / Code / Design), Figma Make, Kiro

Tools: Figma, Adobe Creative Suite, Asana, Dovetail, UserTesting, Xcode, After Effects

EDUCATION

Bachelor of Design | York/Sheridan Joint Program in Design | Toronto, ON | 2005–2009