

Riva Fouzdar

Work Experience

Amazon Web Services - AWS Marketplace // Senior UX Designer Sep '22 - Present

- **Leading end-to-end product design strategy** for global users across AWS Marketplace, AWS Partner Network, and integrated Amazon services, owning strategy, research, UX/UI design, prototyping, and shipping production-ready code for high-scale enterprise experiences.
- Designing **agentic, cross-platform AI experiences**, including an MCP server and connector that embeds Marketplace discovery and procurement directly into ChatGPT and Claude, extending AWS's design system for consistent UX across embedded external AI workflows.
- Established a design-to-production workflow using Claude Code and MCP integrations to build functional frontend prototypes, refining micro-interactions and edge-case states directly in code, and raising code reviews to **ship UX changes to production**.
- Leading the redesign of AWS Marketplace's **AI-powered search**, grounded in extensive user research into enterprise buyer discovery behavior and building on an agentic chat experience that orchestrates a suite of internal AI agents to improve query understanding, relevance, and product discovery for enterprise buyers.
- Partnering closely with **data science and research** to run model-improvement experiments, build a golden dataset, and execute A/B tests that validate design decisions with measurable results.
- **Contributed to AWS's Cloudscape GenAI design system** by proposing new agentic components and AI design patterns, and partnering with the systems team to usability test, document, and release company-wide. Senior UX reviewer, responsible for **approving all launches org-wide**.
- Led design for AWS's **first-to-market** multi-product solutions capability from 0 to 1, driving vision, UX strategy, and cross-functional alignment across hundreds of stakeholders, and presenting concept narratives that shaped roadmap decisions.
- Led UX for AWS Marketplace internationalization including the India launch, designing KYC, tax, and currency workflows that **unlocked \$1B+ in regional sales**.
- Served as the sole UX designer on multiple Tier-1 launches consistently showcased in **CEO keynotes** at AWS re:Invent '22-'25 and various global partner summits, partnering closely with engineering, product, data science, and GTM to deliver customer-validated features. **Represented AWS globally** by leading design workshops and speaking at high-visibility events in Singapore, Sydney, and London, aligning product innovation with the needs of top enterprise users.

Workday // Product Designer

Oct '21 - Sep '22

- Designed and shipped end-to-end concepts, flows, and UI for new Workday products, building Figma prototypes to validate with users and partnering closely with PM, engineering, and research on complex technical problems.

SAP // Lead User Experience Designer

Jun '20 - Oct '21

- Designed the entire end-to-end flow, user-tested, and shipped the new SAP Intelligent Retail Planning and Execution product in SAP's industry cloud portfolio, aimed to reinvent the relationship between consumer goods companies and retailers.
- Directly planned, conducted, and synthesized 200+ hours of user interviews, 30+ hours of design thinking workshops with large Fortune 100 players in the CPG industry, and championed the UX research methodology for our product over an expedited timeline.
- Owned the end-to-end user experience from concept through general release, partnering closely with the product owner, PMs, and engineering to ship customer-validated solutions grounded in design-thinking and user research.

SAP.iO // UX Designer

Dec '19 - Jun '20

- Conducted product, experience, and marketing design for a new venture founded under SAP.iO, SAP's internal start-up incubator.
- Spearheaded mockups, animations, and content creation for ground-up redesign of customer website resulting in 76% increase in site traffic and 9.6% user growth.

Previous roles: Ford Motor Company (Product Designer), Groupon (Intern), Uber (Intern)

rivafouzdar8@gmail.com
rivafouzdar.com

Education

Carnegie Mellon University

B.S. in Human-Computer Interaction (HCI)

B.S. in Business Administration, with a concentration in Data Analytics

✓ Skillset & Software

AI & Frontend Development

Claude Code, Codex, Figma Make, Amazon Quick, spec-driven development, agentic experience design, VS Code, React, Node.js, HTML/CSS, JavaScript, GitHub

Research & Experimentation

Discovery and concept validation testing, usability testing (UserTesting.com), A/B testing, model-improvement experiments, Amazon QuickSight, journey and empathy mapping, design thinking workshops, site maps

UX/UI

Figma, MCP server and connector design, hi-fidelity prototypes, design systems, interaction design, accessibility (WCAG), leadership demos, style specs, user stories and acceptance criteria

★ Leadership

Women @ AWS - Global Executive Board

Director of Conferences, 2024-2026

Pragmatic Institute

Certified Product Manager